# MARK CLEVELAND Ph.D., M.Sc., B.Comm,

***DANCAP Private Equity Chair of Consumer Behavior, Full Professor, UWO Senator (2021-25)***

**Associate Editor, *International Marketing Review,*** Impact Factor (2020): 5.326; 5-year IF: 6.879.

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http://scholar.google.ca/citations?user=WWMNNlMAAAAJ (*GOOGLE-Scholar*)

## APPOINTMENTS

- **Full Professor of Marketing** (with Tenure, July 2021-Present)
- **DANCAP Private Equity Chair of Consumer Behavior** (July 2020-Present, reappointed for second 5yr. term 2025-30)
- **DANCAP Private Equity Professor of Consumer Behavior** (June 2010-July 2020)
- **Western Faculty Scholar (2017-2019)**
- **Associate Professor of Marketing** (with Tenure, 2011-2021), **Area Coordinator** (Consumer Behavior)
- **Director** (Collaborative Graduate Program in Migration and Ethnic Relations, July 2016-July 2018)
- **Visiting Professor** (2014, 2015), *Kedge Business School*, Marseille (France)
- **Guest Professor** (2013), *Wirtschafts Universität Wien* (*WU: Vienna University of Economics and Business*, Vienna)
- **Visiting Professor** (2013), *Euromed Management*, Marseille (France).
- **Assistant Professor of Marketing** (2005-2011), *University of Western Ontario*
- **Lecturer and part-time faculty member** (2001-2005), *John Molson School of Business, Concordia University*
- **Lecturer and part-time faculty member** (2004), *HEC-Montréal, Université de Montréal*

## PERSONAL INFORMATION

**Citizenship: Canadian** **Languages:** English, French (working knowledge)
**ORCID**: 0000-0001-7605-1996

## EDUCATION

**Ph.D.**—*Doctor of Philosophy in Administration, Marketing* (Fall, 2006).

Joint Ph.D. in Administration Program (Concordia University, McGill University, Université de Montréal, Université de Québec à Montréal)

- **Valedictorian** Fall 2006 Convocation Ceremony, Concordia University
- Home University: John Molson School of Business, at Concordia University (*AACSB* accredited) Montréal, Québec, Canada.
- Supervisor: Dr. Michel Laroche, FRSC, Royal Bank Distinguished Professor of Marketing
- Major/Minor: Consumer Behavior, Social Anthropology
- Ph.D. Dissertation: *The Local, the Global, and the Creole: Ethnic Identification, Acculturation to Global Consumer Culture, and Consumptionscapes (ISBN: 9780494238479)*

**M.Sc.**—*Master of Science in Administration, Marketing* (Spring, 2000)

- University: John Molson School of Business, at Concordia University (*AACSB* accredited) Montréal, Québec, Canada.
- Supervisor: Dr. Michel Laroche, FRSC, Royal Bank Distinguished Professor of Marketing
- M.Sc.Thesis: *An International Empirical Comparison of In-Store Information Search Antecedents for a Christmas Gift (ISBN:* 0-612-54299-8)

**B.Comm.**—*Bachelor of Commerce, major International Business* (Spring, 1994)

- University: Faculty of Commerce and Administration, at Concordia University (*AACSB* accredited) Montréal, Québec, Canada.

**D.E.C. Commerce**—*Diplôme d'Études Collégiales* (Spring, 1990)

- College (CÉGEP): John Abbott College, Sainte Anne de Bellevue, Québec, Canada

# RESEARCH

## RESEARCH INTERESTS

- Consumer Behavior, Consumption Cultures
- Global Consumer Culture
- Globalization, Anti-globalization
- Multiculturalism
- Marketing Ethics, Social Responsibility
- Advertising and Positioning
- Consumer Resistance, Backlashes
- Ethnicity and Ethnic Identity
- Mixed Race-Ethnic/Social Identities
- Cross-Cultural Consumer Behavior
- Materialism, Conspicuous Consumption
- Maladaptive Consumer Behaviors
- Cultural Values and Foundations
- Cosmopolitanism
- Xenocentrism, Consumer Ethnocentrism
- Languages, Multilingualism
- Branding, Global/Foreign and Local Brands
- Dimensions of Culture Change
- Culture and Decision-Making
- Scale Development, Methodology
- Social media and Identity Formation
- International Market Segmentation
- Shopping Behavior, Information Search
- Services Marketing, Servicescapes
- Demographics, Sex Differences
- Green Marketing, Environmental Locus of Control
- Sustainable Consumer Behavior
- Affective Responses of Consumers
- Food Consumption
- Religion, Religiosity, Religious Identity
- Gift-Giving Behavior
- The Attitude-Behavior Relationship
- Product-/Country-/Brand- Origin Effects

## RESEARCH IMPACT

***Google Scholar Citations total 9706 (October 29, 2026).*** *Journal citations listed in Appendix.*

***h-index: 42, i10-index: 60*** *(http://scholar.google.ca/citations?user=WWMNNlMAAAAJ )*

*World's top 2% Scientists list (TOPSCINET, Elsevier/Stanford University, Top 2% listed years: 2020, 2023-2026).*

## PUBLICATIONS: 53 journal articles, 17 books & book chapters, 62 conference papers

### 53 ACADEMIC JOURNAL ARTICLES:

1. Cleveland, Mark & Iyer, Rajesh (2026-In Press). Navigating Identity Online: A Cross-national Study the Social Media and Consumer Behaviors of Indian Immigrants and their Descendants. *International Marketing Review.* https://doi.org/10.1108/IMR-07-2025-0370

2. Cleveland, Mark & Yuan, Carly (2026). The Motivations of Conspicuous Consumption in the Digital Age. *Asia-Pacific Journal of Marketing and Logistics*, Vol. 38(7), 2021-2070. https://doi.org/10.1108/APJML-03-2025-0556

3. Cleveland, Mark (2025). The Social Identity and Psychology of Mixed-Race Individuals: An International Study. *International Journal of Intercultural Relations*, Vol. 108(September), 102239. https://doi.org/10.1016/j.ijintrel.2025.102239

4. Cleveland, Mark; Zhao, Chenzi & Ghebrai, Sam (2024), 'I'm Like, Whatever You Want Me to Be. I'm the Flavor of the Day': A Mixed-Methods Study of the Food Dispositions and Behaviors of Mixed-race Individuals. *Food Quality and Preferences*, Vol. 121(December), 105259. https://doi.org/10.1016/j.foodqual.2024.105259

5. Cleveland, Mark (2024). Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-ethnic Identity in Three Countries. *Journal of International Marketing*, Vol. 32(2), 65-88. https://journals.sagepub.com/doi/10.1177/1069031X231212859

- Winner of the ***2024 S. Tamer Cavusgil Award*** from the *American Marketing Association*, for the article published in the calendar year that has made the most significant contribution to the advancement of the practice of international marketing management.

**6.** Papadopoulos, Nicolas & Cleveland, Mark (2023). An International and Cross-Cultural Perspective on 'The Wired Consumer': The Digital Divide and Device Difference Dilemmas. *Journal of Business Research*, Vol. 156 (February), Article#113473. https://doi.org/10.1016/j.jbusres.2022.113473

**7.** Cleveland, Mark; Iyer, Rajesh & Babin, Barry (2023). Social Media Usage, Materialism and Psychological Well-being among Immigrant Consumers. *Journal of Business Research, 155-Part B*(January), Article #113419. https://doi.org/10.1016/j.jbusres.2022.113419

**8.** Cleveland, Mark & Bartikowski, Boris (2023). Cross-national consistency of place-related identity dispositions as antecedents of global brand advocacy among ethnic Chinese at home and abroad. *Journal of Business Research, 155-Part B*(January), Article #113405. https://doi.org/10.1016/j.jbusres.2022.113405

**9.** Cleveland, Mark, Papadopoulos, Nicolas, & Laroche, Michel (2022). Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence. *International Marketing Review*, Vol. 39, No. 2, 207-241. https://doi.org/10.1108/IMR-02-2021-0097

**10.** Cleveland, Mark & McCutcheon, Georgia (2022). Anti-Globalscapes: A Cross-National Investigation of the Nature and Precursors of Consumers' Apprehensions towards Globalization. *Journal of Business Research*, Vol. 138, No. 1, 170-184. https://doi.org/10.1016/j.jbusres.2021.09.011

**11.** Prince, Melvin; Yaprak, Attila; Cleveland, Mark; Davies, Mark; Josiassen, Alexander; Nechtelberger, Andrea; Palihawandana, Dayan; Renner, Walter; Supekova, Sonia & Wallpach, Sylvia (2020). The Psychology of Consumer Ethnocentrism and Cosmopolitanism: A Five-Country Study of Values, Moral Foundations, Gender Identities, and Consumer Orientations. *International Marketing Review,* Vol. 37, No. 6, 1013-1049. DOI 10.1108/IMR-05-2019-0142. LEAD ARTICLE. https://doi.org/10.1108/IMR-05-2019-0142

**12.** Cleveland**,** Mark; Robertson, Jennifer & Volk, Victoria, (2020). Helping or Hindering: Environmental Locus of Control, Subjective Enablers and Constraints, and Pro-environmental Behaviors. *Journal of Cleaner Production*, Vol 249 (March), 1-12. https://doi.org/10.1016/j.jclepro.2019.119394

**13.** Cleveland, Mark & Xu, Cecilia (2019). Multifaceted Acculturation in Multiethnic Settings. *Journal of Business Research*, Vol. 103 (October), 250-260. https://doi.org/10.1016/j.jbusres.2019.01.051

**14.** Bartsch, Fabian; Cleveland, Mark; Ko, Eunju & Cadogan, John (2019). Facts, Fantasies, Foundations, Formations, Fights, and Fallouts of Global Consumer Culture. *International Marketing Review*, Vol. 36, No. 4, 514-523. LEAD ARTICLE. https://doi.org/10.1108/IMR-02-2019-0057

**15.** Cleveland, Mark & Bartsch, Fabian (2019). Epilogue on Global Consumer Culture: Epistemology and Ontology. *International Marketing Review,* Vol. 36, No. 4, 598-606. https://doi.org/10.1108/IMR-07-2019-379

**16.** Cleveland, Mark & Bartsch, Fabian (2019). Global Consumer Culture: Epistemology and Ontology. *International Marketing Review*, Vol. 36, No. 4, 556-580. https://doi.org/10.1108/IMR-10-2018-0287

**17.** Cleveland, Mark & Balakrishnan, Anjana (2019). Appreciating vs. Venerating Cultural Outgroups: The Psychology of Cosmopolitanism and Xenocentrism. *International Marketing Review*, Vol. 36, No. 3, 416-444. https://doi.org/10.1108/IMR-09-2018-0260

**18.** Papadopoulos, Nicolas; Cleveland, Mark; Bartikowski, Boris & Yaprak, Attila (2018). Of Countries, Places, and Place-Based Brand Associations: An Inventory of Dispositions and Issues Relating to Place Image and its Effects. *Journal of Product & Brand Management.* Vol. 27, No. 7, 735-753. https://doi.org/10.1108/JPBM-09-2018-2035

**19.** Papadopoulos, Nicolas; Cleveland, Mark & Bartikowski, Boris (2018). Guest Editorial—Introduction to the Special Issue: Beyond Country and Brand 'Origin'. *Journal of Product & Brand Management,* Vol. 27, No.7, 733-734. https://doi.org/10.1108/JPBM-11-2018-005

**20.** Cleveland, Mark (2018). Acculturation to the Global Consumer Culture: Ten Years After and Agenda for the Next Decade. *Journal of Global Scholars of Marketing Science,* Vol. 28, No. 3, 257-271. https://doi.org/10.1080/21639159.2018.1466656

**21.** Cleveland, Mark & Bartikowski, Boris (2018). Cultural and Identity Antecedents of Market Mavenism: Comparing Chinese at Home and Abroad. *Journal of Business Research*, Vol. 82 (January), 354-363. https://doi.org/10.1016/j.jbusres.2017.09.012

**22.** Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2018). Globalization, National Identity, Biculturalism and Consumer Behavior: A Longitudinal Study of Dutch Consumers. *Journal of Business Research*, Vol. 82 (January), 340-353. https://doi.org/10.1016/j.jbusres.2016.02.044

**23.** Bartikowski, Boris & Cleveland, Mark (2017). "Seeing is Being": Consumer Culture and the Positioning of Luxury Cars in China. *Journal of Business Research,* Vol. 77 (August), 195-202. https://doi.org/10.1016/j.jbusres.2016.12.008

**24.** Prince, Melvin; Davies, Mark; Cleveland, Mark; & Palihawadana, Dayananda (2016). Here, There, and Everywhere: A Study of Consumer Centrism. *International Marketing Review*, Vol. 33, No. 5, 715-754. https://doi.org/10.1108/IMR-06-2014-0205

**25.** Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas (2016). Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change. *Journal of Business Research*, Vol. 69, No. 3, 1090-1102. https://doi.org/10.1016/j.jbusres.2015.08.025

**26.** Cleveland, Mark; Laroche, Michel & Takahashi, Ikuo (2015). The Intersection of Global Consumer Culture and National Identity and the Effect on Japanese Consumer Behavior. *Journal of International Consumer Marketing,* Vol. 27, No. 5, 364-387. https://doi.org/10.1080/08961530.2015.1014281

**27.** Hille, Patrick; Walsh, Gianfranco & Cleveland, Mark (2015). Consumer Fear of Online Identity Theft: Scale Development and Validation. *Journal of Interactive Marketing*, Vol. 30, No. 2, 1-19. LEAD ARTICLE. https://doi.org/10.1016/j.intmar.2014.10.001

**28.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2015). You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption. *Journal of Business Research,* Vol. 68, No. 3, 542-552. https://doi.org/10.1016/j.jbusres.2014.09.008

**29.** Saad, Gad; Cleveland, Mark & Ho, Louis (2015). Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance. *Journal of Business Research,* Vol. 68, No. 3, 578-586. https://doi.org/10.1016/j.jbusres.2014.09.004

**30.** Winit, Warat; Gregory, Gary; Cleveland, Mark & Verlegh, Peeter (2014). Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations. *International Marketing Review,* Vol. 31, No. 2, 102-128. LEAD ARTICLE. https://doi.org/10.1108/IMR-01-2012-0001

- This article was selected by Emerald Publishing, in conjunction with the IMR Editorial Team as a ***Highly Commended Paper*** (2014).

**31.** Cleveland, Mark; Laroche, Michel, Takahashi, Ikuo & Erdoğan, Seçil (2014). Cross-Linguistic Validation of a Unidimensional Scale for Cosmopolitanism. *Journal of Business Research*, Vol. 67, No. 3, 268-277. https://doi.org/10.1016/j.jbusres.2013.05.013 https://doi.org/10.1016/j.jbusres.2013.05.013

**32.** Kalamas, Maria; Cleveland, Mark & Laroche, Michel (2014). Pro-Environmental Behaviors for Thee but Not for Me: Green Giants, Green Gods, and External Environmental Locus of Control. *Journal of Business Research*, Vol. 67, No. 2, 12-22. https://doi.org/10.1016/j.jbusres.2013.03.007

**33.** Cleveland, Mark; Laroche, Michel & Hallab, Ranim (2013). Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians. *Journal of Business Research*, Vol. 66, No. 8, 958-967. LEAD ARTICLE. https://doi.org/10.1016/j.jbusres.2011.12.018

**34.** Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2012). 'It's Not Easy Being Green': Exploring Green Creeds, Green Deeds, and Environmental Locus of Control. *Psychology & Marketing,* Vol. 29, No. 5, 293-305. LEAD ARTICLE. https://doi.org/10.1002/mar.20522

**35.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2011). Ethnic Identity's Relationship to Materialism and Consumer Ethnocentrism: Contrasting Consumers in Developed and Emerging Economies. *Journal of the Global Academy of Marketing Science*, Vol. 21, No. 2, 55-71. LEAD ARTICLE. https://doi.org/10.1080/12297119.2011.9711013

**36.** Cleveland, Mark; Papadopoulos, Nicolas & Laroche, Michel (2011). Identity, Demographics, and Consumer Behaviors: International Market Segmentation across Product Categories. *International Marketing Review,* Vol. 28, No. 3, 244-266. https://doi.org/10.1108/02651331111132848

- This article was the ***most downloaded article of 2011*** in the *International Marketing Review*. It also placed third among the *10 most-downloaded articles of the last 30 years* for the journal.

**37.** Cleveland, Mark; Erdoğan, Seçil; Arıkan, Gülay & Poyraz, Tuğça (2011). Cosmopolitanism, Individual-Level Values and Cultural-Level Values: A Cross-Cultural Study. *Journal of Business Research*, Vol. 64, No. 9, 934-943. LEAD ARTICLE. https://doi.org/10.1016/j.jbusres.2010.11.015

**38.** Cleveland, Mark; Laroche, Michel; Pons, Frank & Kastoun, Rony (2009). Acculturation and Consumption: Textures of Cultural Adaptation. *International Journal of Intercultural Relations*, Vol. 33, No. 3, 196-212. https://doi.org/10.1016/j.ijintrel.2008.12.008

**39.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing*, Vol. 17, No. 1, 116-146. https://doi.org/10.1509/jimk.17.1.116

- Winner of the ***2016 Hans B. Thorelli Award*** (5-year plus Award) from the *American Marketing Association*, for the article that has made the most significant and long-term contribution to international marketing theory or practice.
- Ranked among most-cited JIM papers (3rd, for 2007-2013 period, 5th overall—all time).
- Republished in special issue: *The 2016 AMA Journal Awards* (American Marketing Association)

**40.** Cleveland, Mark & Chang, William (2009). Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation. *Journal of Business Research*, Vol. 62, No. 10, 963-971. https://doi.org/10.1016/j.jbusres.2008.05.022

**41.** Cleveland, Mark & Laroche, Michel (2007). Acculturation to the Global Consumer Culture: Scale Development and Research Paradigm. *Journal of Business Research*, Vol. 60, No. 3, 249-259. https://doi.org/10.1016/j.jbusres.2006.11.006

- Lists among the most cited works of the *Journal of Business Research* (*SciVerse Scopus*)

**42.** Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2006). The Critical Role of Congruency in Prototypical Brand Extensions. *Journal of Strategic Marketing*, Vol. 14 (September), 193-210. LEAD ARTICLE. https://doi.org/10.1080/09652540600825522

**43.** Laroche, Michel; Cleveland, Mark & Maravelakis, Irene (2006). Competitive Advertising Interference and Ad Repetition Effects: Comparing High- and Low-Share Brands. *International Journal of Advertising*, Vol. 25, No. 3, 271-307. LEAD ARTICLE. https://doi.org/10.1080/02650487.2006.11072971

- *Winner of the **2006 Best Paper Award*** for the *International Journal of Advertising*.

**44.** Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2005). Shades of Green: Linking Environmental Locus of Control and Pro-Environmental Behaviors. *Journal of Consumer Marketing*, Vol. 22, No. 4, 198-212. https://doi.org/10.1108/07363760510605317

- ***2006 Emerald Literati Network Awards for Excellence*** (highly commended: among the top 4 papers published in this journal for 2005).

**45.** Laroche, Michel; Kalamas, Maria & Cleveland, Mark (2005). 'I' Versus 'We': How Individualists and Collectivists Use Information Sources. *International Marketing Review*, Vol. 22, No. 3, 279-308. https://doi.org/10.1108/02651330510602213

**46.** Laroche, Michel; Ueltschy, Linda C.; Abe, Shuzo; Cleveland, Mark & Yannopoulos, Peter (2004). Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture. *Journal of International Marketing*, Vol. 12, No. 3, 58-85. https://doi.org/10.1509/jimk.12.3.58.38100

- Selected as a ***Finalist*** (March 2019) for the ***2019 Hans B. Thorelli Award*** (5-year plus Award) from the *American Marketing Association* (AMA), which "honors an article that has made the most significant and long-term contribution to international marketing theory or practice" (AMA).

**47.** Laroche, Michel; Cleveland, Mark & Browne, Elizabeth (2004). Exploring Age-Related Differences in Information Acquisition for a Gift Purchase. *Journal of Economic Psychology,* Vol. 25, No. 1, 61-95. https://doi.org/10.1016/j.joep.2003.06.003

**48.** Laroche, Michel; Cleveland, Mark; Bergeron, Jasmin & Goutaland, Christine (2003). The Knowledge—Experience—Evaluation Relationship: A Structural Equations Modeling Test of Gender Differences. *Canadian Journal of Administrative Sciences*, Vol. 20, No. 3, 246-259. https://doi.org/10.1111/j.1936-4490.2003.tb00315.x

**49.** Cleveland, Mark; Babin, Barry J.; Laroche, Michel & Ward, Philippa (2003). Christmas Gift Search Behaviors: A Three-Country Comparison. *Journal of International Consumer Marketing*, Vol. 15, No. 4, 7-42. LEAD ARTICLE. https://doi.org/10.1300/J046v15n04_02

**50.** Cleveland, Mark; Babin, Barry J.; Laroche, Michel; Ward, Philippa & Bergeron, Jasmin (2003). Information Search Patterns for Gift Purchases: A Cross-national Examination of Gender Differences. *Journal of Consumer Behavior*, Vol. 3, No. 1, 20-47. https://doi.org/10.1002/cb.120

**51.** Laroche, Michel; Cleveland, Mark & Maravelakis, Irene (2002). Attitude Accessibility, Certainty and the Attitude-Behavior Relationship: An Empirical Study of Ad Repetition and Competitive Interference Effects. *International Journal of Advertising*, Vol. 21, No. 2, 149-174. LEAD ARTICLE https://doi.org/10.1080/02650487.2002.11104924

**52.** Laroche, Michel; Saad, Gad; Cleveland, Mark & Browne, Elizabeth (2000). Gender Differences in Information Search Strategies for a Christmas Gift. *Journal of Consumer Marketing*, Vol. 17, No. 6, 500-524. https://doi.org/10.1108/07363760010349920

**53.** Laroche, Michel; Kim, Chankon; Saad, Gad; Browne, Elizabeth & Cleveland, Mark (2000). Determinants of In-Store Information Search Strategies Pertaining to a Christmas Gift Purchase. *Canadian Journal of Administrative Sciences*, Vol. 17, No. 1, 1-19. LEAD ARTICLE. https://doi.org/10.1111/j.1936-4490.2000.tb00203.x

## JOURNAL SUBMISSIONS UNDER REVIEW AND/OR REVISE AND RESUBMIT:

**1.** Cleveland, Mark & Cea-Berry, Christina (2026). When Self Worth is for Sale: Self-Esteem, Materialism, and Maladaptive Shopping Behaviors. Submitted (June 2026) to the *Canadian Journal of Administrative Sciences*.

**2.** Cleveland, Mark & Papadopoulos, Nicolas (2026). Global Consumer Culture: Systematic Literature Review, Synthesis, and Research Agenda. Submitted (June 2026) to the *International Marketing Review*, Invited for revise-and-resubmit (August 2026), resubmitted (October 2026).

**3.** Cleveland, Mark & Papadopoulos, Nicolas (2026). When the Stars Align: Charting Place-Related Consumer-Brand Ties Through Outer-Space Metaphors. Submitted (January 2026) to the *Journal of Product & Brand Management*. Invited for revise-and-resubmit (March 2026), resubmitted (June 2026), Invited for revise-and-resubmit (August 2026).

## 17 BOOKS AND BOOK CHAPTERS:

**1.** Papadopoulos, Nicolas & Cleveland, Mark (2026: IN PRESS). *Foreign Country Image.* In: Leonidou, L.C., Katsikeas, C.S. & Aykol, B. (Editors). *Elgar Encyclopedia of International Marketing Management.* Edward Elgar Publishing Ltd., Cheltenham, UK**.** ISBN: 978-1-03531-536-9

**2.** Cleveland, Mark (2025: IN PRESS). *Materialism*. In: Schermer, J. (Ed.), *Elgar Encyclopedia of Personality and Individual Differences*. ISBN: 978 -1-03534-916-6

**3.** Cleveland, Mark, Siddiqi, Rabyia, & Dargis, Claudia (2025). *Chapter 7: Do Excuses Matter? Dispositions, Justifications, and Pro-environmental Behavior.* In: Sajid, M., Ertz, M., Sun, S., and Salem, M. (Eds.), *Thwarting Green Growth: Perspectives on Barriers to Pro-Environmental Behaviors* (pp. 103-119). Emerald Group Publishing, Leeds, UK. ISBN 978-1-83708-845-4.

**4.** Cleveland, Mark and Papadopoulos, Nicolas (2025). *Chapter 2: Global Brands in Times of Turmoil: Navigating the Storm of Anti-Globalization Backlashes, Whitelashes, Greenlashes, and Wokelashes*. In: K. Hewitt and Strizhakova, Y. (Eds.), *Review of Marketing Research, Volume 22, Special Issue on Global Marketing in Times of Disruption* (pp. 7-23), Emerald Publishing Ltd., Leeds, UK, ISBN: 1548-6435/doi:10.1108/S1548-643520250000022005.

**5.** Papadopoulos, Nicolas and Cleveland, Mark (2025). *Chapter 73: Place-associated Research*. In: Oliveira, E., Björner, E. & Sevin, E. (Eds.), *Edward Elgar Encyclopedia of City and Place Branding* (pp. 311-317). Edward Elgar Publishing Ltd., Cheltenham, UK**.** ISBN: 978-1-0353-1963-3 https://doi.org/10.4337/9781035319640

**6.** Cleveland, Mark and Papadopoulos, Nicolas (2025). *Chapter 13: Language, Culture, and Globalization*. In: J-M Dewaele, J.-M. and Schweiter, J.W. (Eds.), *Multilingualism: Foundation and the State of Interdisciplinary Art* (pp. 297-317). Bloomsbury, London, UK. ISBN: HB: 978-1-3502-1323-4

**7.** Cleveland, Mark (2022). *Globalization and Global consumer culture: The Fragmentation, Fortification, Substitution and Transmutation of Social Identities* (Chapter 4). In: Katzarska-Miller, Iva & Reysen, Steven (Eds.), *Globalized Identities: The Impact of Globalization on Self and Identity* (pp. 71-105). Palgrave Macmillan, London, UK**.** ISBN: 978-3-031-04643-8, 978-3-031-04644-5.

**8.** Papadopoulos, Nicolas & Cleveland, Mark (2021), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. 392 pages. Edward Elgar Publishing Ltd., Cheltenham, UK**.** ISBN: 978-1-83910-736-8.

**9.** Cleveland, Mark & Papadopoulos, Nicolas (2021), *The Fabric of Person-Place-Time: What Metaphors from Outer Space can Teach us in Place Branding* (Chapter 8, pp. 135-156), In Papadopoulos, N. & Cleveland, M. (Eds.), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. Edward Elgar Publishing Ltd., Cheltenham, UK. ISBN: 978-1-83910-736-8.

**10.** Cleveland, Mark; Papadopoulos, Nicolas & Bartikowski, Boris (2021), *Consumer Dispositions and Product Connections to Places: From Parochialism to Cosmopolitanism and Beyond* (Chapter 11, pp. 192-211), In Papadopoulos, N. & Cleveland, M. (Eds.), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. Edward Elgar Publishing Ltd., Cheltenham, UK. ISBN: 978-1-83910-736-8.

**11.** Papadopoulos, Nicolas & Cleveland, Mark (2021), *Will the Twain Ever Meet? 'Place' vs. 'Country' in Research and Practice* (Chapter 3, pp. 40-63), In Papadopoulos, N. & Cleveland, M. (Eds.), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. Edward Elgar Publishing Ltd., Cheltenham, UK. ISBN: 978-1-83910-736-8.

**12.** Papadopoulos, Nicolas & Cleveland, Mark (2021), *Introduction: The 'Country' vs. 'Place' and 'Marketing' vs. 'Branding' Conundrum* (Introductory Chapter, pp. 1-8), In Papadopoulos, N. & Cleveland, M. (Eds.), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. Edward Elgar Publishing Ltd., Cheltenham, UK. ISBN: 978-1-83910-736-8.

**13.** Cleveland, Mark & Papadopoulos, Nicolas (2021), *Epilogue: 'Between a Rock and a Hard PLACE'* (Epilogue Chapter, pp. 342-349), In Papadopoulos, N. & Cleveland, M. (Eds.), *Marketing Countries, Places, and Place-Associated Brands: Identity and Image*. Edward Elgar Publishing Ltd., Cheltenham, UK. ISBN: 978-1-83910-736-8.

**14.** Cleveland, Mark (2015), *Wanting Things and Needing Affiliation: Ethnic Consumers and Materialism* (Chapter 10, pp. 147-182). In: Jamal, Ahmad, Peñaloza, Lisa & Laroche, Michel (Eds.), *Routledge Companion to Ethnic Marketing*, Routledge (Taylor & Francis Group) London, UK. ISBN: 978-0-415-64363-4.

**15.** Cleveland, Mark & Kalamas, Maria (2015), *Environmental Locus of Control* (Chapter 9, pp. 187-212). In: Robertson, Jennifer & Barling, Julian (Eds.), *the Psychology of Green Organizations,* Oxford University Press, Oxford, UK. ISBN: 978-0-19-999748-0.

**16.** Cleveland, Mark & Laroche, Michel (2012), *Becoming and Being a Cosmopolitan Consumer* (Chapter 3, pp. 51-100). In: Prince, Melvin (Ed.), *Consumer Cosmopolitanism in the Age of Globalization*. Business Expert Press, New York. ISBN: 978-1606493649.

**17.** Cleveland, Mark (2007), *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes.* VDM Verlag Dr. Müller (VDM Publishing House), Saarbrücken, Germany, 278 pages. ISBN: 978-3-8364-3412-6, ISBN (2nd reprint): 978-3-639-42146-0.

## BOOKS AND BOOK CHAPTER SUBMISSIONS UNDER REVIEW AND/OR REVISE AND RESUBMIT:

**1.** Cleveland, Mark & Papadopoulos, Nicolas (2028). *Consuming Globalization: Culture, Identity, and Consumers in an Interconnected World.* London: Palgrave-MacMillan. 14 chapters, ~120,000 words. Book contract signed (July 2026), Book manuscript under preparation.

**2.** Book Chapter: Papadopoulos, Nicolas & Cleveland, Mark (2027). *Nation Branding in a World of Globalization and Fragmentation*, In: Kaneva, N., Aday, S. Cassinger, C. and Dolea, A. (Eds.), *Handbook of Nation Branding*. Berlin: DeGruyter-Brill. Book chapter under preparation.

**3.** Book Chapter: Cleveland, Mark, Ghebrai, Sam & Zhao, Chenzi Feng (2027). *Caught Between Two Worlds Yet Living the Best of Both: Exploring the "Walls" and "Bridges" in Navigating Mixed-Race Identities*. In: Blair, S., Madigan, T.J. & Fang, F. (Eds.), *Race, Ethnicity, and the Family: Identity and Dynamics within Multi-Racial and Multi-Ethnic Families*. Submitted (October, 2026).

## 62 PUBLISHED/ACCEPTED CONFERENCE PROCEEDINGS (PEER-REVIEWED):

**1.** Papadopoulos, Nicolas & Cleveland, Mark (2026). Place-Based Associations in Brand: A Comprehensive Examination of the Role of Place in Brand Advertising and Positioning. Accepted (May 22, 2026) for presentation and publication in conference proceedings, the *2026 International Place Branding Association (IPBA) Conference* (scheduled for October 28-30, 2026), Lisbon, Portugal.

**2.** Papadopoulos, Nicholas; and Cleveland, Mark (2026). 'Country Image' vs. 'Place Image' in Research and Practice: Growing Apart, Ghosting, or Will All Roads Lead to Rome Some Day? Presented at and published in conference proceedings, the *2026 Administrative Sciences Association of Canada (ASAC) Conference* (May 22-25, 2026) Mount Royal University, Calgary, Alberta.

**3.** Cleveland, Mark; and Cea-Berry, Christina (2026). When Self-Worth is for Sale: Self-Esteem, Materialism, and Maladaptive Shopping Behaviors. Presented at and published in conference proceedings, the *2026*

*Administrative Sciences Association of Canada (ASAC) Conference* (May 22-25, 2026), Mount Royal University, Calgary, Alberta.

**4.** Cleveland, Mark (2025). Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-ethnic Identity in Three Countries. Presentation of research originally published in *Journal of International Marketing*, special session of the *2025 Summer AMA (American Marketing Association) Academic Conference*, August 21-24, 2025), devoted to award winners, in conjunction with receiving the *2024 S. Tamer Cavusgil Award*, for the article published in the calendar year that has made the most significant contribution to the advancement of the practice of international marketing management.

**5.** Cleveland, Mark & Wray, Liam (2025). The Social Identity and Psychology of Mixed-ethnic/race Consumers: An International Study. Presented at and published in conference proceedings, the *2025 Academy of Marketing Science World Marketing Congress*, Dijon, France (July 1-4, 2025).

**6.** Cleveland, Mark & Yuan, Carly (2024). Window Dressing: The Motivations Driving Conspicuous Consumption in the Digital Age. Presented at and published in conference proceedings, the *2024 Global Fashion Management Conference* (Milan, Italy, July 11-14, 2024).

**7.** Cleveland, Mark & Dargis, Claudia (2024). Do Excuses Matter? Dispositions, Justifications and Proenvironmental Behavior. Presented at and published in conference proceedings, the *2024 Global Fashion Management Conference* (Milan, Italy, July 11-14, 2024).

**8.** Cleveland, Mark & Iyer, Rajesh (2023). Social Identity, Social Media, and Consumer Behavior: Indian Immigrants and their Descendants. Presented at and published in conference proceedings, the *2023 Royal Bank International Research Conference,* Montreal, Canada (September 14-16, 2023).

**9.** Cleveland, Mark & Cea-Berry, Christina (2023). Self-Esteem, Materialism, and Maladaptive Shopping Behaviors. Presented at and published in conference proceedings, the *2023 Academy of Marketing Science World Marketing Congress*, Canterbury, UK (July 11-14. 2023).

**10.** Cleveland, Mark; Ghebrai, Sam & Malik, Pankhuri (2022). Within and Between Two Worlds: Mixed-Ethnic identity Scale Development and Nomological Validity. Presented at and published in conference proceedings, the *2022 Academy of Marketing Science Annual Conference*, Monterey, California (May 24-27, 2022).

- This paper won the *William R. Darden Award*, for Best Research Methodology Paper.

**11.** Cleveland, Mark & Bartikowski, Boris (2021). Place-related social identities, cultural values, social exchanges and traits as precursors of ethnic consumers' advocacy for global brands originating from ethnic heritage, host, and foreign countries. Presented at and published in conference proceedings, the *International Place Branding Association (IPBA) Conference*, Barcelona, Spain (December 8-12, 2021).

**12.** Papadopoulos, Nicolas & Cleveland, Mark (2021). Cross-cultural conundrums: Of digital divides and device dilemmas. **Plenary speech** (60 minutes), Presented (Virtually) at and published in conference proceedings, the *Fifteenth Royal Bank International Research Seminar, Montreal, Canada* (September 23-25, 2021).

**13.** Cleveland, Mark; Iyer, Rajesh, Griffin, Mitch & Babin, Barry (2021). Social media usage, materialism and psychological well-being among immigrant consumers: The roles of ethnic identity, acculturation, cosmopolitanism and identification with global consumer culture. Presented (Virtually) at and published in conference proceedings, the *Fifteenth Royal Bank International Research Conference*, Montreal, Canada (September 23-25, 2021).

**14.** Cleveland, Mark & Siddiqui, Rabiya (2021). Extenuating Circumstances: Justifying Unsustainable Behavior. Presented (Virtually) at and published in conference proceedings, the *2021 European Marketing Academy (EMAC) Annual Conference* (Madrid, Spain, May 25-28, 2021), Social Responsibility & Ethics track.

**15.** Cleveland, Mark & Bartikowski, Boris (2020). The Antecedents of Global Brand Advocacy for Home and Overseas Chinese. Presented (Virtually) at and published in conference proceedings, the 2020 *Global Marketing Conference* (GMC, November 5-8, 2020), Seoul, South Korea.

- This paper won the *Best Conference Award* (Overall best paper for the conference).

**16.** Cleveland, Mark & McCutcheon, Georgia (2020). Globalization Orientations and Backlashes. Accepted for presentation (February 24, 2020) and publication in conference proceedings, the 2020 *European Marketing Academy Conference* (EMAC, scheduled for May 27-30, 2020, Budapest, Hungary [cancelled due to Covid-19 virus]. Invited for resubmission to *EMAC 2020 Online Regional Conference* (Zagreb, Croatia, September 16-19, 2020). Presented (Virtually) at and published in conference proceedings.

**17.** Cleveland, Mark & McCutcheon, Georgia (2019). Anti-Globalscapes: Mapping the Terrain of Consumers' Backlashes towards Aspects of Globalization. Presented at and published in conference proceedings, the *2019 Royal Bank International Research Conference* (September 26-28, 2019), Montréal, Québec.

**18.** Cleveland, Mark & Robertson, Jennifer (2019). Powerful Others and Chance or Fate: How Perceptions of Enablers and Constraints Mediate the External Environmental Locus-of-Control and Proenvironmental Behavior Relationship. Presented at and published in conference proceedings, the *Academy of Marketing Science-World Marketing Congress* (July 9-12, 2019), Edinburgh, Scotland.

**19.** Prince, Melvin; Yaprak, Attila; Cleveland, Mark (2019). Do Personal Values, Moral Foundations and Gender Role Identities Influence Consumer Ethnocentrism and Consumer Cosmopolitanism? Evidence from a Five-Country Study. Presented at and published in conference proceedings, the *Academy of International Business* (AIB) Annual Meeting (June 24-27, 2019), Copenhagen, Denmark.

- This paper was a finalist for the *2019 Temple/AIB Best Paper Award*.

**20.** Cleveland, Mark & Bartikowski, Boris (2019). A Serial Mediation Model of Identity and Acculturation Antecedents of Market Mavenism among Chinese Immigrants. Presented at and published in conference proceedings, the 48th *European Marketing Academy Conference* (EMAC, May 28-31, 2019), Hamburg, Germany.

**21.** Cleveland, Mark & Balakrishnan, Anjana (2018). Appreciating vs. Venerating Cultural Outgroups: The Psychology of Cosmopolitanism and Xenocentrism. Presented at and published in conference proceedings, the *2018 Global Marketing Conference* (July 26-29, 2018), Tokyo, Japan.

**22.** Cleveland, Mark; Robertson, Jennifer & Volk, Victoria (2018). Abetting or Thwarting: The Mediating Role of Subjective Enablers and Constraints in the Pro-Environmental Attitude-Behavior Relationship. Presented at and published in conference proceedings, the *Academy of Marketing Science-World Marketing Congress* (June 26-29, 2018), Porto, Portugal.

**23.** Cleveland, Mark & Bartikowski, Boris (2017). Global Brand Ambassadors: Antecedents of In-group and Out-group Global Brand Advocacy among Chinese at Home and Abroad. Presented at and published in conference proceedings, *2017 EMAC* (*European Marketing Academy Conference*, May 23-26, 2017), Groningen, Netherlands.

**24.** Cleveland, Mark (2016). Understanding Global Consumer Culture. Keynote speech (60 minutes), published in conference proceedings, the *Eleventh Royal Bank International Research Seminar* (June 24-26, 2016), Wuxi, China.

**25.** Cleveland, Mark, Laroche, Michel & Papadopoulos, Nicolas (2016). Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence. Presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar* (June 24-26, 2016), Wuxi, China.

**26.** Cleveland, Mark & Cecelia Xu (2016). Multifaceted Acculturation in Multiethnic Settings. Presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar* (June 24-26, 2016), Wuxi, China.

**27.** Cleveland, Mark, Fastoso, Fernando, Bartikowski, Boris & Yang, Zhiyong (2016). From the Research Trenches and Desks of the Associate Editors: Reflections, New Developments, and Challenges for Research on Globalization, Culture Change, and Consumer Behavior. Special topics session presented at and published in conference proceedings, the *Eleventh Royal Bank International Research Seminar* (June 24-26, 2016), Wuxi, China. ***Plenary Session***.

**28.** Walsh, Gianfranco; Hille, Patrick; & Cleveland, Mark (2016). Fearing Online Identity Theft: A Segmentation Study of Online Consumers. Presented at and published in conference proceedings, *ECIS 2016* (*24th European Conference on Information Systems,* June 12-15, 2016), Istanbul, Turkey.

**29.** Bartikowski, Boris & Cleveland, Mark (2016). 'Seeing is Being': Consumer Culture and the Positioning of Premium Cars in China. Presented and published in conference proceedings, the *2016 Monaco Symposium on Luxury*, (April 7-8, 2016), Le Meridien Beach Plaza, Monaco.

**30.** Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2015). Globalization, National Identity, Biculturalism, and Consumer Behavior: The Case of Dutch Consumers. Presented at and published in conference proceedings, the *10th Royal Bank International Research Seminar* (September 24-26, 2015), Montréal, Québec.

**31.** Cleveland, Mark & Bartikowski, Boris (2015). Cultural Antecedents of Opinion Leadership: Comparing Chinese at Home and Abroad. Presented at and published in conference proceedings, the *10th Royal Bank International Research Seminar* (September 24-26, 2015), Montréal, Québec.

**32.** Bartikowski, Boris & Cleveland, Mark (2015). Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France. Presented at and published in conference proceedings at the *Academy of Marketing Science 2015 World Marketing Congress* (July 14-18, 2015), Bari, Italy.

**33.** Cleveland, Mark & Prince, Melvin (2014). Here, There, and Everywhere: The Polycentric Consumer. Presented at and published in conference proceedings, at the *2014 Academy of Marketing Science World Marketing Congress* (August 5-8, 2014), Lima, Peru.

**34.** Winit, Warat; Gregory, Gary; Cleveland, Mark & Verlegh, Peeter (2013). Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Choice across Product Categories. Presented and published in conference proceedings at the *Ninth Royal Bank International Research Seminar* (September 26-28, 2013), Montreal, Canada.

**35.** Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas (2013). Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change. Presented and Abstract published in conference proceedings at the *Ninth Royal Bank International Research Seminar* (September 26-28, 2013), Montreal, Canada.

**36.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas, (2013). Cross-cultural Examination of the Psychographic Drivers of Materialism. Presented and published in conference proceedings at the *Academy of Marketing Science 2013 World Marketing Congress* (July 17-20, 2013), Melbourne, Australia.

**37.** Kalamas, Maria; Cleveland, Mark & Laroche, Michel (2012). An Inconvenient Truth: How can I be Green if You Are Grey? Presented, and published in conference proceedings at the *Society for Marketing Advances (SMA) 50th Anniversary Conference* (October 31-November 3, 2012), Orlando, Florida.

**38.** Saad, Gad; Cleveland, Mark & Ho, Louis (2012). Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance. Extended Abstract published in conference

proceedings, presented at the *Eighth Royal Bank International Research Seminar* (June 7-10, 2012), Shanghai, China.

**39.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2012). You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption. Extended Abstract published in conference proceedings, presented at the *Eighth Royal Bank International Research Seminar* (June 7-10, 2012), Shanghai, China.

**40.** Cleveland, Mark; Laroche, Michel; Naghavi, Parastoo, & Shafia, Mohammad Ali (2011). Ethnic Identity and Cosmopolitanism in Iran: Antecedents and Outcomes. Published in the conference proceedings and presented at the *2011 Cross-Cultural Research Conference* (December 11-14, 2011), Kona, Hawaii.

**41.** Cleveland, Mark; Laroche, Michel; Takahashi, Ikuo & Erdoğan, Seçil (2011). Cross-Cultural Validation of a Unidimensional Short Scale for Cosmopolitanism. Published in the conference proceedings and presented at the *Seventh Royal Bank International Research Seminar* (September 22-24, 2011), Montréal, Québec.

**42.** Cleveland, Mark; Laroche, Michel; Naghavi, Parastoo, & Shafia, Mohammad Ali (2011). Globalization, Culture, Consumer Dispositions, and Consumption: The Case of Iran. Published in conference proceedings and presented at the 2011 *Academy of Marketing Science 15th World Marketing Congress* (July 19-23, 2011), Reims, France.

**43.** Cleveland, Mark; Laroche, Michel & Hallab, Ranim (2010). Globalization, Culture, Religion and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians. Published in the conference proceedings and presented at the *2010 Global Marketing Conference at Tokyo*, *Sixth Royal Bank International Research Seminar* (September 9-12, 2010), Tokyo, Japan.

**44.** Cleveland, Mark; Rojas-Méndez, José I.; Laroche, Michel & Papadopoulos, Nicolas (2010). Globalization, Identity, Culture, and Consumer Behavior: A Cross-Cultural Study of Chilean and Canadian Consumers. Published in the conference proceedings and presented at the 2010 *Academy of Marketing Science Cultural Perspectives in Marketing Conference* (July 21-24 2010), Lille, France.

**45.** Sobol, Kamila; Cleveland, Mark & Laroche, Michel (2009). Globalization, Culture and Consumption Behaviors: An Empirical Study of Dutch Consumers. Published in the conference proceedings and presented at the *14th Cross-Cultural Research Conference* (December 13-16, 2009), Puerto Vallerta, Mexico.

**46.** Cleveland, Mark; Erdoğan**,** Seçil; Arıkan**,** Gülay & Poyraz, Tuğça (2009). Antecedents of Cosmopolitanism: A Cross-Cultural Study of Individual- and Cultural- Level Values in Turkey and Canada. Published in the conference proceedings, and presented at the *Sixth Royal Bank International Research Seminar: Globalization, Culture and Marketing Strategy*, (September 25-26, 2009), Montreal, Canada.

**47.** Cleveland, Mark; Laroche, Michel & Takahashi, Ikuo (2009). The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior. Published in the conference proceedings, and presented at the *Academy of Marketing Science 2009 World Marketing Congress* (July 22-25, 2009), Oslo, Norway.

**48.** Cleveland, Mark & Yip, Christine (2009). Individual and Cultural Values as Precursors of Cosmopolitanism. Published in the conference proceedings, and presented at the *Academy of Marketing Science 2009 World Marketing Congress* (July 22-25, 2009), Oslo, Norway.

**49.** Cleveland, Mark; Laroche, Michel; Papadopoulos, Nicolas; Berács, József; Elliott, Statia; Hallberg, Annika; Rojas-Mendéz, José I; Solano, Roberto; Szamosi, Leslie & Verma, Bigyam (2009). Identity, Demographics, and Consumption: A Study of Segmentation Variables Across Eight Countries and Nine Product Categories. Published in conference proceedings and presented at the 2009 *ASAC (Administrative Sciences Association of Canada) Annual Conference*, Marketing Division, (June 6-9, 2009), Niagara Falls, Ontario.

**50.** Cleveland, Mark & Chang, William (2007). Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation. Published in the conference proceedings, and presented at the *Fifth Royal Bank*

*International Research Seminar: Culture and Marketing Strategy* (September 28-29, 2007), Montreal, Québec.

**51.** Cleveland, Mark; Kalamas, Maria & Laroche, Michel (2007). 'It's Not Easy Bein' Green': Green Creeds, Green Deeds, and Environmental Locus of Control. Published in conference proceedings and presented at the *13th Academy of Marketing Science-World Marketing Congress* (July 11-14, 2007), Verona, Italy.

**52.** Cleveland, Mark; Papadopoulos, Nicolas; Laroche, Michel; Szamosi, Leslie; Verma, Bigyan; Hallberg, Annika; Berács, József; Rojas-Mendéz, José I.; Elliott, Statia & Solano, Roberto (2007). Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence. Published in conference proceedings, and presented at the *2007 Administrative Sciences Association of Canada (ASAC) Conference* (June 2-5, 2007), Ottawa, Ontario.

**53.** Cleveland, Mark; Laroche, Michel & Papadopoulos, Nicolas (2006). Materialism, Consumer Ethnocentrism, and Cosmopolitanism: An Eight-Country Investigation. Published in conference proceedings, and presented at the *Academy of Marketing Science (AMS/KAMS) Cultural Perspectives in Marketing Conference* (July 12-15, 2006), Seoul, South Korea.

**54.** Cleveland, Mark & Laroche, Michel (2005). Acculturation to Global Consumer Culture: Scale Development and Research Paradigm. Published in conference proceedings, and presented at the *2005 Royal Bank International Research Seminar* (September 22-24, 2005), Montréal, Québec.

**55.** Pons, Frank; Mourali, Mehdi; Cleveland, Mark & Nyeck, Simon (2004). The Consumer's Orientation towards Sporting Events: Measurement and Segmentation Issues. Published in conference proceedings, and presented at the *Administrative Sciences Association of Canada (ASAC) 2004 Annual Conference* (June 5-8, 2004), Québec City, Québec.

**56.** Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2004). The Critical Role of Congruency in Prototypical Brand Extensions. Published in conference proceedings, and presented at *the Academy of Marketing Science 2004 Annual Conference* (May 26-29, 2004), Vancouver, British Columbia.

**57.** Kalamas, Maria; Cleveland, Mark; Laroche, Michel & Laufer, Robert (2004). The Role of Congruency in Extending Master Brands. Published in conference proceedings, and presented at the *Direct Selling Educational Foundation of Canada (DSEF) Academic Program* (November 8, 2003), New Orleans, Louisiana.

- This submission won the best paper award (US$400.00 prize).

**58.** Cleveland, Mark; Pons, Frank; Laroche, Michel & Kastoun, Rony (2003). Culture and Consumption Typology: The Case of Traditional and Mainstream Foods. Published in conference proceedings, and presented at the *2003 Royal Bank International Research Seminar* (September 23-26, 2003), Montréal, Québec.

**59.** Laroche, Michel; Cleveland, Mark; Kalamas, Maria & Barbaro-Forleo, Guido (2003). Exploring the Multidimensionality of Environmental Locus of Control and Its Impact on Proenvironmental Behavior. Published in conference proceedings, and presented at the *Academy of Marketing Science-World Marketing Congress* (June 11-14, 2003), Perth, Western Australia.

**60.** Laroche, Michel; Cleveland, Mark; Bergeron, Jasmin & Goutaland, Christine (2003). Through the Eyes of the Beholder: Gender Differences in the Product Knowledge—Experience—Evaluation Relationship. Published in conference proceedings, and presented at the *2003 Society for Consumer Psychology (SCP) 10th Annual Winter Conference* (Feb. 20-22, 2003), New Orleans, Louisiana.

**61.** Cleveland, Mark; Laroche, Michel; Babin, Barry J. & Ward, Phillipa (2001). Christmas Gift Search Behaviors: A Three-Country Comparison. Published in conference proceedings, and presented at the *8th Cross-Cultural Research Conference* (Dec. 12-15, 2001), Honolulu, Hawaii (*Association for Consumer Research & the American Psychological Association*).

**62.** Laroche, Michel; Saad, Gad; Cleveland, Mark & Browne, Elizabeth (2000). Test of the Selectivity Model in the Context of In-Store Information Search Strategies for a Christmas Gift. Published in conference proceedings, and presented at *Society for Consumer Psychology (SCP) 2000 Conference* (February 14-17, 2000), San Antonio, Texas.

### CONFERENCE SUBMISSIONS CURRENTLY UNDER REVIEW (PEER-REVIEWED) OR PREPARATION:

**1.** Cleveland, Mark & Demidenko, Amy (2027). Beyond the Display: The Personality and Identity Foundations of Conspicuous Consumption Motivations. Submitted (October 26, 2026) to the *2027 Global Marketing Conference at Tokyo*, Japan (July 22-25, 2027).

**2.** Cleveland, Mark (2027). Between, Across, and Beyond: Mixed-Race Identity and Consumer Behavior. Submitted (October 26, 2026) to the *2027 Global Marketing Conference at Tokyo*, Japan (July 22-25, 2027).

### PROFESSIONAL/INDUSTRY RESEARCH PROJECTS AND REPORTS:

**1.** Humber College Institute of Technology and Advanced Learning (The Business School), Toronto, Ontario. *Bachelor of Commerce in Marketing, Program Evaluation Committee Member* (Subject Matter Expert). External Appraisal process: August-October 2018, Humber site visit September 27-28, 2018, and Report submitted October 4, 2018.

**2.** Esses, Victoria, and Cleveland, Mark (2017). Appreciating, Empowering, Motivating and Managing Workplace Diversity. *Research Report and Study*. $30,000 Grant, July 2016-17, in collaboration with *MITACS* and the *London Cross-Cultural Learner Centre*.

**3.** Expert Witness Report, prepared for *Industry Canada* and the legal department of the *Competition Bureau of Canada*. Information confidential (September 2016-January 2017).

### WORKING PAPERS AND WORK-IN-PROGRESS:

1. Blurred Ethnic Borders: The Palette of Mixed Ethnic Identity and the Canvas of Consumer Behavior. Major Research Project, funded by an SSHRC Insight Grant ($98,670.00), awarded (notification April 2020) from Canada's *Social Science and Humanities Research Council* (SSHRC), 2020-2025.
    - At least three more papers are envisioned to emerge from this ongoing research project, including the following: Cleveland, Mark. A Cross-cultural Investigation of Mixed Race Consumption Behavior. Data collection completed, data analysis underway.
2. Personality, Identity, Identity Formation, and Conspicuous Consumption. Empirical research underway, data collected.
3. Parental style, Self-concept, Materialism, and Maladaptive Shopping Behaviors. Empirical research underway, data collected.
4. Self construal, online vs. offline interpersonal influences, and overconsumption.
5. Consumer acculturation of a local minority population to a multicultural expatriate population. *Grant Application, Qatar National Research Fund* (Submitted October 2015; Resubmitted February, 2017). Principal Investigators: Amro Maher and Tamer Elsharnouby (both of Qatar University), and Mark Cleveland (UWO). Recommended but not funded.

## INVITED TALKS

**1.** **Alumni Lecture Series** (scheduled for February 19, 2027), London, Ontario. Presentation Topic: *Globalization and Consumer Behavior*.

**2.** **AMA (American Marketing Association) Marketing and Public Policy Conference (MPPC), Junior Scholar Faculty Workshop** (May 13-May 16, 2026), Ottawa, Ontario. *Panelist and faculty Mentor* for three days of

workshops. Presentation: *Building Long-term Collaborations & Research Partnerships: From Networking to Co-Creation.*

3. **University of Guelph**, Gordon S. Lang School of Business and Economics, Guelph, Ontario (January 28, 2026, 120-minute seminar + 60-minute research workshop + full day of meetings with Faculty & Graduate students). *Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-ethnic Identity in Three Countries.*
4. **University of Western Ontario**, Guest Lecture: "*Anthropology and Consumer Behavior*" (October 20, 2025). Anthropology 9001, Professional Development (Fall 2025, Dr. Andrew Nelson), 1 hour.
5. **University of Western Ontario**, Collaborative Graduate Program in Migration and Ethnic Relations Annual Graduate Student Conference (2025), (March 22, 2025, 8am-9:3am, UWO faculty, Graduate students, and visiting scholars), **Keynote Speaker**. *I'm like, whatever you want me to be. I'm the flavor of the day. A mixed methods study of the food dispositions and behaviors of mixed-race individuals.*
6. **SUNY Polytechnic Institute**, College of Business Management, Utica, New York (October 24, 2023, 90 minutes, PhD Students and Faculty). *Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed Ethnic Identity in Three Countries.*
7. **University of Western Ontario**, Collaborative Graduate Program in Migration and Ethnic Relations Colloquium Series (Fall 2021), (October 28, 2021, 4-5:30pm, UWO faculty and Graduate students), With Sam Ghebrai, PhD Student in Sociology. *Blurred Ethnic Boundaries: The Palette of Mixed Ethnic Identity and the Canvas of Consumer Behavior.*
8. **Loughborough University**, School of Business and Economics, Loughborough, UK (May 19, 2021, 60 minutes, Faculty and PhD Students). *The Antecedents of Global Brand Advocacy for Home and Overseas Chinese*.
9. **University of Guelph**, Gordon S. Lang School of Business and Economics, Guelph, Ontario (January 22-23, 2020, 90-minute seminar + 60-minute research workshop + full day of meetings with Faculty & Graduate students). *Culture, Identity, and Consumer Behavior in the era of Globalization.*
10. **Kedge Business School**, Marseille, France (May 11, 2015, 2-hour seminar, Faculty and PhD Students). Presentation: *"Meet the Editor": Submitting and Publishing in the International Marketing Review.*
11. **Kedge Business School**, Marseille, France (May 22, 2014, 3-hour seminar, Faculty and MSc/PhD Students). Presentation: *Wanting Things and Needing Affiliation: Ethnic Consumers and Materialism.*
12. **Wirtschafts Universität Wien** (WU: Vienna University of Economics and Business, Vienna, Austria, October 22-25, 2013, 2-hour seminar, Faculty and PhD Students). Manuscript Reviewer (2 working papers); Appraisal/Feedback on PhD Students & Faculty Research proposals and working papers; Presentation (October 24, 2013): *Globalization, Culture & Identity: Effects on Consumer Dispositions and Behaviors*.
13. **Euromed School of Business**, Marseille, France (May 28, 2013, 90-minute seminar, MSc/PhD Students and Faculty). *Global Consumer Culture and Local Identity as Drivers of Materialism: An International Study of Convergence and Divergence*.
14. **University of Guelph**, Faculty of Marketing and Consumer Studies, Guelph, Ontario (February 29, 2012, 90-minute seminar, MSc/PhD students and Faculty). *Globalization, Culture and Identity: Effects on Consumer Dispositions and Behaviors*.
15. **Concordia University,** John Molson School of Business, Invited Speaker Seminar, Montréal, Québec (Sept.17, 2004). *The Local, the Global, and the Creole: Acculturation to Global Consumer Culture, Ethnic Identification, and Consumptionscapes.*

# GRANTS, SCHOLARSHIPS, AWARDS AND HONORS

Cumulative Value Awards, Honors, Fellowships $224,550.00

| | |
|---|---|
| Cumulative Value Scholarships | $ 72,000.00 |
| Cumulative Value Research Grants (*Awarded*) | $285,295.00 |
| Cumulative Value other Grants/Funds | $ 28,333.90 |
| *Cumulative Career Total (as of June, 2026)* | ***$610,178.90*** |

## AWARDS, HONORS, FELLOWSHIPS, SCHOLARSHIPS, NOTEWORTHY:

1. *2024 S. Tamer Cavusgil Award*, *American Marketing Association (AMA)*, for the article published in the calendar year that has made the most significant contribution to the advancement of the practice of international marketing management. Award was presented at the 2025 AMA Summer Academic Conference, Chicago, Illinois, August 22-24, 2025. ($1000.00 USD). Invited presentation made of award-winning research.
   - https://www.ama.org/press-releases/mark-cleveland-wins-the-2024-s-tamer-cavusgil-award/
   - For: Cleveland, Mark (2024). Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-ethnic Identity in Three Countries". *Journal of International Marketing*, Vol. 32(2), 65-88. https://journals.sagepub.com/doi/10.1177/1069031X231212859
2. *DANCAP Chair of Consumer Behavior (1st renewal)*, endowed with **$50,000.00** funding over 5 years ($10,000/year, 2025-2030), + course relief (one course per year).
3. "Top 5 Experts", Western University, July 2022.
   - Based on the number of media appearances and reach of media outlets.
4. *William R. Darden Award*, for Best Research Methodology Paper, *2022 Academy of Marketing Science Annual Conference*, at Monterey (Awarded May 27, 2022).
   - For: "Within and Between Two Worlds: Mixed Ethnic Identity Scale Development and Nomological Validity"
5. *Outstanding Journal Contribution Award*, Emerald 2020 Literati Awards (Awarded November 19, 2020)
   - For outstanding contributions to the *International Marketing Review* (Journal), as selected by Emerald Publishing in conjunction with the IMR Editorial Team.
6. *Best Conference Award* (Overall Best Conference Paper), *2020 Global Marketing Conference* at Seoul (Virtual, Awarded November 7 2020)
   - For: "The Antecedents of Global Brand Advocacy for Home and Overseas Chinese"
7. *DANCAP Chair of Consumer Behavior*, endowed with **$50,000.00** funding over 5 years ($10,000/year, 2020-2025), + course relief (one course per year).
8. Sabbatical (full year, July 1, 2020-June 30, 2021) granted.
9. Finalist-*2019 Temple/Academy of International Business (AIB) Conference Best Paper Award.*
   - For: "Do Personal Values, Moral Foundations and Gender Role Identities Influence Consumer Ethnocentrism and Consumer Cosmopolitanism? Evidence from a Five-Country Study," *Academy of International Business* (AIB) Annual Meeting (June 24-27, 2019), Copenhagen, Denmark.
10. *Finalist* (March 2019) for the *2019 Hans B. Thorelli Award* (5-year plus Award) from the *American Marketing Association* (AMA).
    - For "Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture," *Journal of International Marketing (2004)*, Vol. 12, No. 3, 58-85
11. *Best Reviewer Award, 2018 Global Marketing Conference at Tokyo* (Awarded July 2018).
12. *Dean's Award of Excellence, for Exceptional Merit.* Awarded to those deemed to be the top performers for the current APE (Annual Performance Evaluation) period in the Department (June 2017).
13. *Western Faculty Scholar Award*, University of Western Ontario. This award "recognizes the complete scholar who has maintained an excellent record in teaching and research, and who has recently achieved prominence in one of these two domains." Two-year period (2017-18, 2018-19), $14,000.00 (total) research grant.
14. *USC (University Students' Council) Undergraduate Teaching Honor Roll* "Award of Excellence" (2015-2016).
    - Awarded annually to Western's best instructors (as evaluated by student evaluations, scoring minimum of 6.3/7.0 cumulative across all courses/sections taught).
15. *Dean's Award of Excellence, for Exceptional Merit.* Awarded to those deemed to be the top performers for the current APE (Annual Performance Evaluation) period in the Department (July 2016).

16. **Keynote Speaker**, *Eleventh Royal Bank International Research Conference* (Wuxi, China, June 24-26, 2016).
    - *Public Presentation: Understanding the Global Consumer Culture* (June 25, 2016, 60 minutes).
17. *2016 Hans B. Thorelli Award*, *American Marketing Association*, 5-year plus award, for an article that has made the most significant and long-term contribution to international marketing theory or practice. Award presented at *2016 Summer AMA conference*, Atlanta Georgia, August 6, 2016. (**$1000** prize-shared).
    - For: "Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes," published in the *Journal of International Marketing*, Vol. 17, No. 1, 116-146.
18. *Highly Commended Paper of 2014*, *International Marketing Review* (as selected by Emerald Publishing in conjunction with the IMR Editorial Team).
    - For: "Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations," published in the *International Marketing Review,* Vol. 31, No. 2, 102-128.
19. *USC (University Students' Council) Undergraduate Teaching Honor Roll* "Award of Excellence" (2012-2013).
    - Awarded annually to Western's best instructors (as evaluated by student evaluations, scoring minimum of 6.3/7.0 cumulative across all courses/sections taught).
20. Sabbatical (full year, July 1, 2013-June 30, 2014) granted.
21. Featured among the most cited works of the *Journal of Business Research* (*SciVerse Scopus):*
    - For: "Acculturation to Global Consumer Culture: Scale Development and Research Paradigm," published in the *Journal of Business Research*, Vol. 60, No. 3 (2007), 249-259.
22. *Most Downloaded Papers of 30 years of the International Marketing Review (ranking 3rd overall); Most Downloaded Paper of 2011* commendation, the *International Marketing Review* (October 2012), co-Editor Jeryl M. Whitelock.
    - For "Identity, Demographics, and Consumer Behaviors: International Market Segmentation Across Product Categories," published in the *International Marketing Review*, Vol. 28, No. 3 (2011), 244-266
23. *Top-10 Reviewer Award (for 2008-2010),* the *International Marketing Review* (February 2011)
24. *Best Reviewer Award, 2010 Global Marketing Conference at Tokyo* (Awarded September 2010)
25. *Dancap Private Equity Professorship in Consumer Behavior* (Bestowed May 1, 2010)
26. *Benjamin Franklin Parr Fellowship* (Awarded June 2008, renewed February 2011, renewed February 2014)
    - Award within the Aubrey Dan Program in Management and Organizational Studies Program, to recruit and retain strong faculty members with world-class reputations, in order to advance research and teaching (2008-09, renewed in 2009-10, and 2010-11, $13,500 annually, **$40,500** cumulative [2008-2011] **+ $40,500** cumulative (3 year period spanning 2011-2014)
27. *Western Faculty Authors Annual Reception* (March 19, 2008)
    - For book publication *(Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes), recognized by President Paul Davenport.*
28. *2007 Joe Kelly Graduate Award* (June, 2007)
    - Nominator: Dr. Michel Laroche, FRSC, Royal Bank Distinguished Professor of Marketing, The John Molson School of Business, Concordia University, Montreal, awarded to the top MBA/MSc/PhD paper/thesis/dissertation in the John Molson School of Business (Concordia University), for the academic year ending May 2007 (**$500** prize).
29. *Dancap Private Equity Faculty Fellowship* (May, 2007)
    - First-ever recipient of the fellowship, awarded on the basis of excellence in research, teaching, and service, Management and Organizational Studies Program (**$11,650**).
30. *2006 Best Paper Award* for the *International Journal of Advertising*
    - For "Competitive Advertising Interference and Ad Repetition Effects: Comparing High-Share and Low-Share Brands," published in the International Journal of Advertising, Vol. 25, No. 3 (2006), 271-308, Awarded to the top paper published in this journal for 2006 (US**$1,000**)
31. *Valedictorian, 2006 Fall Convocation, Concordia University*
    - Joint Convocation Ceremony Address for the John Molson School of Business, the Faculty of Fine Arts, and the Faculty of Engineering & Computer Science, Montreal, Quebec (November 20, 2006)
32. *2006 Emerald Literati Network Awards of Excellence (Highly Commended Award)*
    - For "Shades of Green: Linking Environmental Locus of Control and Pro-Environmental Behaviors," published in *The Journal of Consumer Marketing*, Vol. 22, No. 4 (Summer-Fall, 2005), 198-212. Among the top 4 papers published in this journal for 2005
33. *Annual CGSA [Concordia Graduate Student's Association] Award* (May 2004)
    - For outstanding contribution to student life (**$1000**), Second-ever recipient of the award

34. *Humberto Santos Doctoral Fellowship* (October 2002)
    - Awarded to the top PhD (Administration) Student, tenable for 1 year (**$12,000**), First-ever recipient of the award.
35. Inducted into AASCB's *Beta Gamma Sigma Honour Society* (December 2001, September 2006)
    - Recognition for high academic achievements, at Master's and Ph.D. levels
36. AMA Sheth Foundation Doctoral Consortium Fellow (2003)
37. *Best Paper Award, Direct Selling Educational Foundation of Canada (DSEF) Academic Program* (November 2003), New Orleans, Louisiana (US**$400.00** prize).
38. Society for Marketing Advances Doctoral Consortium Fellow (2002)
39. *Fonds F.C.A.R. Doctoral Scholarship* (September 2000-September 2003)
    - For academic excellence, tenable for 3 years (**$60,000**), ranked 6th overall for the Province of Québec.
40. *Concordia University Graduate Fellowship* (September 2000-September 2003)
    - For academic excellence, tenable for 3 years (**$12,000**)
41. *Concordia University External Grant Holder Award* (September 2000-September 2003)
    - Renewed 2001, 2002, 2003.
42. *Finalist: 2007 Prix d'excellence de l'Académie des Grands Montréalais / Award of Excellence of the Academy of Great Montrealers* (June 2007)
    - Nominated by Dr. Michel Laroche, and chosen to represent Concordia University, awarded to the outstanding doctoral graduate from one of the four Montreal-area Universities.

## NOMINATED FOR THE FOLLOWING AWARDS:

- *2007 Governor General's Gold Medal Award Nominee.*
- *2007 CAGS/UMI (Canadian Association for Graduate Studies) Distinguished Dissertation Award Nominee*.
- *2007 Prix d'excellence de l'ADESAQ (Association des doyens des études supérieures au Québec) Nominee.*

## GRANTS AND GRANT APPLICATIONS:

- *SSHRC Insight Grant (October 2025 Competition)*, **$188,211.00.**
    - *Application, to support primary research endeavor (The Character, Causes, and Consequences of Backlashes Against Globalization, Diversity, Equity, and Inclusivity), 5 years (July 2026-June 2031. Submitted October 2025.*
- *Dancap Private Equity Research Grant (November 2024 Competition),* **$4854.17.**
    - *Awarded, to support travel and accommodation associated with presentation of research at the 2025 2023 Academy of Marketing Science (AMS) World Marketing Congress* (July 1-4, 2025, Dijon, France).
- *Dancap Private Equity Research Grant (March 2024 Competition),* **$5,594.16.**
    - *Awarded, to support travel and accommodation associated with presentation of research at the 2024 Global Fashion Management Conference* (July 11-14, 2024, Milan, Italy).
- *Dancap Private Equity Research Grant (June 2023 Competition),* **$2,557.71.**
    - *Awarded, to support travel and accommodation associated with presentation of research at the 2023 Royal Bank International Research Conference* (September 14-16, 2023, Montréal, Québec).
- *Dancap Private Equity Research Grant (November 2022 Competition),* **$3,176.19.**
    - *Awarded, to support airfare and conference registration fee associated with presentation of research at the 2023 Academy of Marketing Science (AMS) World Marketing Congress,* (July 11-14, 2023, Canterbury, UK).
- *Dancap Private Equity Research Grant (November 2021 Competition),* **$2242.46**
    - *Awarded, to support a conference registration fee associated with presentation of research at the 2022 Academy of Marketing Science (AMS) Annual Conference* (May-25-27, 2022, Monterey, California).
- *Dancap Private Equity Research Grant (November 2021 Competition),* **$2805.80**
    - *Awarded, to support a conference registration fee associated with presentation of research at the 2021 International Place Branding Association (IPBA) Conference* (December 7-12, 2021, Barcelona, Spain).
- *Dancap Private Equity Research Grant (June 2020 Competition),* **$440.00.**
    - *Awarded, to support a conference registration fee associated with presentation of research at the 2021 European Marketing Academy (EMAC) Annual Conference* (Online, May 25-28, 2021, Madrid, Spain).
- *Mitacs Research Training Award (July 2020 Competition),* w. *Faculty of Social Science* partnership*,* **$6000.00.**
    - *Awarded to support research training of graduate student* (Pankhuri Malik), July-December 2020.
- *Dancap Private Equity Research Grant (June 2020 Competition),* **$1,827.33.**

- *Awarded, to support a portion of expenses associated with travel and accommodation associated with presentation of research at the 2020 Global Marketing Conference* (November 5-8, 2020, Seoul, South Korea).

- *SSHRC Insight Grant (October 2019 Competition)*, **$98,670.00.**
  - *Awarded, to support primary research endeavor (Blurred Ethnic Boundaries: The Palette of Mixed-Ethnic Identity and the Canvas of Consumer Behavior), July 2020-June 2024. Submitted October 2019, Award success notification April 2020.*
  - *Ranked 1st out of 40 applications in the 14A Committee category (Business, management, and related fields), also ranked in the 1st sextile category within overall SSHRC insight Grant competition.*
- *SSHRC Internal Travel Grant (August 2019 competition),* **$2,500.00.**
  - *Awarded, to support a portion of expenses associated with travel and accommodation associated with presentation of research at the 2020 Global Marketing Conference* (November 5-8, 2020, Seoul, South Korea).
- *Dancap Private Equity Research Grant (December 2019 Competition),* **$3,944.78.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 2020 European Marketing Academy Conference (EMAC,* May 26-29, 2020, Budapest, Hungary).
- *Dancap Private Equity Research Grant (June 2019 Competition),* **$2,460.06.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 2019 Royal Bank International Research Conference* (September 26-28, 2019, Montréal, Québec).
- *Dancap Private Equity Research Grant (December 2018 Competition),* **$4,329.86.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 2019 Academy of Marketing Science-World Marketing Conference* (July 9-12, 2019, Edinburgh, Scotland).
- *Dancap Private Equity Research Grant (June 2018 Competition),* **$5,111.70**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 2018 Global Marketing Conference* (July 25-29, 2018, Tokyo, Japan).
- *Dancap Private Equity Research Grant (December 2017 Competition),* **$3,276.10**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 2018 Academy of Marketing Science World Marketing Congress* (June 17-29, 2018, Porto, Portugal).
- *Samuel Clark Research Fund Grant (February 2017 competition),* **$3,731.92**
  - *Awarded, to support primary research endeavor (Does Perspective Matter? A Nomological Network of Basic Psychological Needs, Global Orientations, and Outcome Behaviors), with PhD Candidate (Anjana Balakrishnan).*
- *Dancap Private Equity Research Grant (December 2016 Competition),* **$710.00**
  - *Awarded, to support Honors Thesis students' research (for Victoria Janet Burton, Honors Thesis Consumer Behavior Student 2016-17*).
- *Dancap Private Equity Research Grant (December 2016 Competition),* **$2,004.75.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 46th Annual European Marketing Academy Conference (EMAC)* (May 23-26, 2017, Groningen, Netherlands).
- *MITACS Accelerate Research Grant (May-June 2016),* **$30,000.00.**
  - *Awarded (with Dr. Victoria Esses, Co-investigator, and in conjunction with the London Cross-Cultural Learning Centre [public/private- sector partner), to support major research endeavor on "Diversity in the Workforce". Two student/post-doc interns @$15,000.00 each (x2).*
- *Dancap Private Equity Travel Grant (December 2015 Competition),* **$3,806.89**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 11th Royal Bank international Research Seminar* (June 24-26, 2016, Wuxi, China).
- *Dancap Private Equity Research Grant (December 2015 Competition),* **$2,004.75.**
  - *Awarded (with Dr. Jennifer Robertson, University of Western Ontario), to support primary research endeavor (3rd round of data collection), "Environmental Locus of Control, Proenvironmental Behaviors, and Mediating Enablers and Constraints" (Mark Cleveland, Jennifer Robertson, and Victoria Volk).*
- *Qatar National Research Fund (November, 2015; reapplied February 2017), Project Budget:* **$107,644.00**
  - *Application (with Dr. Amro Maher, and Dr. Tamer Elsharnouby, both of Qatar University), to support primary research endeavor on multicultural acculturation in Arabian Gulf countries, entitled"* Consumer acculturation of a local minority population to a multicultural expatriate population"
- *Dancap Private Equity Travel Grant (June 2015 Competition),* **$2005.25.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 10th Royal Bank international Research Seminar* (September 24-26, 2015, Montreal, Canada).
- *Dancap Private Equity Travel Grant (December 2014 Competition),* **$3,413.85.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 18th Academy of Marketing Science World Marketing Congress (July 14-18, 2015, Bari, Italy).*

- *Dancap Private Equity Research Grant (July 2014 Competition),* **$700.00.**
  - *Awarded, to support primary research endeavor, "Environmental Locus of Control, Proenvironmental Behaviors, and Mediating Enablers and Constraints" (Mark Cleveland and Victoria Volk).*
- *Dancap Private Equity Travel Grant (December 2013 Competition),* **$2,965.45.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 17th Academy of Marketing Science World Marketing Congress* (August 5-8, 2014, Lima, Peru).
- *Dancap Private Equity Research Grant (September 2013),* **$600.00**
  - *Awarded, to support Honors Thesis students' research ($300.00 per student, for Victoria Meiko Volk and Cecelia (XiXi) Xu, Honors Thesis Consumer Behavior Students 2013-14).*
- *SSHRC Faculty Directed Research Fund (June 2013 Competition),* **$4,500.00**
  - *Awarded, to support primary cross-cultural research endeavor, "Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Behaviors of Chinese Migrants in France and Canada"* (Mark Cleveland and Boris Bartikowski [Euromed School of Management, Marseille, France])**.**
- *Dancap Private Equity Travel Grant (June 2013 Competition),* **$1,852.38.**
  - *Awarded, to support travel and accommodation associated with presentation of research at the 9th Royal Bank international Research Seminar* (September 26-28, 2013, Montreal, Canada).
- *Dancap Private Equity Travel Grant (December 2012 Competition),* **$5,560.57.**
  - *Awarded, to support travel and accommodation expenses associated with presentation of research at the Academy of Marketing Science 2013 World Marketing Congress* (July 17-20, 2013, Melbourne, Australia),
- *SSHRC Insight Grant Application (October 2012, 2013, 2014 Competitions),* Project Budget: **$137,515.00.**
  - *Application, to support primary cross-cultural research endeavor, "The Impact of Cultural Values and Emotions on Service Consumption Experience." Principal Investigator Dr. Riadh Ladhari (Laval University, Québec City), Collaborators: Mark Cleveland (UWO), Nizar Souiden (Laval University, Québec City) and Miguel Morales (St. Mary's University, Halifax). [Result: 4A—recommended, but not funded; Re-Applied October 2013 [Result: 4A—recommended, but not funded]; reapplied October 2014 [Result: 4A—recommended, but not funded].*
- *Dancap Private Equity Travel Grant (January 2012 Competition),* **$3,310.06.**
  - *Awarded, to support travel and accommodation expenses associated with presentation of research at the 8th Royal Bank International Research Seminar* (June 7-10, 2012, Shanghai, China).
- *SSHRC Internal Travel Grant (July 2011 competition),* **$2,000.00.**
  - *Awarded, to support travel and accommodation expenses associated with presentation of research at the 15th Cross-Cultural Research Conference* (December 11-14, 2011, Kona, Hawaii), $2,783.50 requested**.**
- *Dancap Private Equity Travel Grant (July 2011 competition),* **$1,868.65.**
  - *Awarded, to support travel and accommodation expenses associated with presentation of research at the 7th Royal Bank International Research Seminar* (September 22-24, Montreal, Quebec).
- *Dancap Private Equity Travel Grant (December 15, 2010 competition),* **$3,604.87.**
  - *Awarded, to support travel and accommodation expenses associated with presentation of research at the Academy of Marketing Science 2011 World Marketing Congress* (July 19-23, 2011, Reims, France).
- *Dancap Private Equity Travel Grant (July 15, 2010 competition),* **$803.38.**
  - *Awarded, to support a portion of accommodation expenses and conference registration expenses, associated with presentation of research at the 2010 Global Marketing Conference and 6th Royal Bank International Research Seminar* (September 9-12, 2010, Tokyo, Japan).
- *SSHRC Internal Travel Grant (August 2010 competition),* **$2,747.93.**
  - *Awarded, to support a portion of travel and accommodation expenses associated with presentation of research at the 2010 Global Marketing Conference and 6th Royal Bank International Research Seminar* (September 9-12, 2010, Tokyo, Japan)**.**
- *Dancap Private Equity Travel Grant (December 1, 2009 competition),* **$4,254.40.**
  - Awarded, to support travel and accommodation expenses associated with presentation of research at *The Academy of Marketing Science 2010 Cultural Perspectives in Marketing Conference* (July 20-24, 2010, Lille, France).
- *SSHRC Internal Travel Grant* (August 2009 competition), **$750.00.**
  - Awarded, to support travel and subsistence costs associated with presentation of research at the *Fifth Biennial Royal Bank International Research Seminar*, Montreal, Quebec (September 24-26, 2009).
- *Agnes Cole Dark Fund* (March 2, 2009 competition), **$1,477.66.**
  - Awarded, to support dissemination of research at the *2009 ASAC (Administrative Sciences Association of Canada) Annual Conference* (June 6-9, 2009, Niagara Falls, Ontario).
- *Dancap Private Equity Research Grant (December 1, 2008 competition),* **$5,226.62.**

- Seed grant awarded for funding of new cross-cultural research initiative, project title: *Individual and Cultural Values as Precursors of Cosmopolitanism: A Cross-Cultural Comparison of Turkey and Canada*.

- *Dancap Private Equity Travel Grant (December 1, 2008 competition),* **$2,806.46.**
  - Awarded for travel and accommodation expenses, to present research at *The Academy of Marketing Science 2009 World Marketing Congress* (scheduled July 22-25, 2009, Oslo, Norway).
- *Dancap Private Equity Research Grant (November 2007),* **$2,300.**
  - Seed grant awarded for funding of new research initiative, project title: *The Cultural Antecedents of Cosmopolitanism*.
- *Dancap Private Equity Travel Grant (November 2007),* **$1,166.31.**
  - Awarded for travel and subsistence costs, for the presentation of research at the *Fourth Biennial Royal Bank International Research Seminar*, Montreal, Quebec (September 27-29, 2007).
- *Dancap Private Equity Research Grant (May 2007),* **$2,000.00**
  - Seed grant awarded the purposes of launching a new collaborative and multidisciplinary research endeavour (organizational behavior, strategy, marketing, pedagogy), with James O'Brien (Asst. Professor of Human Resource Management, Management and Organizational Studies).
- *Dancap Private Equity Travel Grant (May 2007),* **$1,989.53.**
  - Awarded for travel and subsistence costs, for the presentation of research at the *2007 ASAC (Administrative Studies Association of Canada) Conference*, Ottawa, Ontario (June 2-5, 2007).
- *SSHRC Internal International Travel Grant (April 2007),* **$2,175,00.**
  - Awarded for presentation of research at the *Academy of Marketing Science (AMS) World Marketing Congress, V*erona, Italy (July 11-14, 2007).
- *SSHRC Internal International Travel Grant (September 2006),* **$3,322.00.**
  - Awarded for presentation of research at the *2006 AMS/KAMS Cultural Perspectives in Marketing Conference*, Seoul, South Korea (July 12-15, 2006)**.**
- *ACS (MOS) New Faculty Start-Up Funds (July 2005),* **$10,000.00**
- *CASA (Concordia University) General Research Grant for PhD Dissertation (December 2005),* **$3,750.00.**
- *CASA General Research Grant for MSc Thesis (December 1999),* **$2,271.00**
- *Ph.D. Travel Grants Awarded (Concordia University) for Conference Presentations*, total: **$6,000.00.**
  - *Association for Consumer Research & the American Psychological Association*, Cross-Cultural Research Conference*,* Honolulu, Hawaii (Dec. 2001: **$1,200.00**)
  - *Society for Marketing Advances (SMA) Doctoral Consortium and Annual Conference*, St. Pete Beach, Florida (Nov. 2002: **$1,200.00**).
  - *Society for Consumer Psychology, 10th Annual Winter Conference,* New Orleans, Louisiana (Feb. 2003: **$1,200.00**)
  - *Academy of Marketing Science, 2003 World Marketing Congress*, Perth, Australia (June 2003: **$1,200.00**)
  - *Academy of Marketing Science (AMS), 2004 Annual Conference,* Vancouver, British Columbia (May 2004: **$1,200.00**)

### Other Grants/Funding:

- *Departmental grant*, **$4088.92**, *American Marketing Association Summer Conference* (San Francisco), re: 25 Preliminary Interviews for job applicants (tenure-track positions in Consumer Behavior).
- *Departmental grant*, **$2230.82**, *American Marketing Association Summer Conference* (Atlanta), re: *Hans B. Thorelli Award*.
- *Deans Grant* (Spring 2006), **$150.00,** *Professional Expense Fund* (Spring 2006), **$723.88;** *Deans Grant* (Spring 2007), **$150.00,** *Professional Expense Fund* (Spring 2007), **$880.94;** *Dean's Grant* (Sprint 2008), **$150.00,**
- Expense reimbursement Re: *Donor relations* (December 2010): **$88.89.**
- *Professional Expense Fund* (Spring 2008), **$1359.59** (Spring 2008), **$1257.74** (Spring 2009), **$1101.73 (**Spring, 2010)**, $1196.98** (Spring 2011), **$1103.02** (Spring 2012), **$1148.98** (Spring 2013), **$1359.38** (Spring 2014), **$1060.08** (Spring 2015). **$1340.03** (Spring 2016), **$1160.08** (Spring 2017), **$1013.36** (Spring, 2018). **$1201.33** (Spring, 2019), **$1140.78** (Spring, 2020), **$885.35** (Spring 2021), **$888.71** (Spring 2022), **$721.76** (Spring 2023), **$593.84** (Spring 2024), **$606.71** (Spring 2025), $788.95 (Spring 2026).

# EDITING, REVIEWING AND PROFESSIONAL SERVICE

### EDITORSHIP/EDITORIAL BOARD:

- **Associate Editor, International Marketing Review (IMR)** (August 2013-Present), **served as Editor for 275 assigned manuscripts** (to date). Impact Factor: 1-year: 5.326; 5-year: 6.879.

- **Co-Editor, Special Issue of the International Marketing Review (*Global Consumer Culture: The Evolving Nature of Global and Local Consumption*)**, with Fabian Bartsch, Eunju Ko, and John Cadogan. September 2016-Auguest 2019. **Guest Co-Editor for 73 assigned manuscripts** (invited papers and competitive sessions), of which 25 were published in a double-length special issue spanning two issues (Vol. 36, No. 4, pp. 514-606, Vol. 36, No. 5, pp. 610-827). Impact Factor (2020): 1-year: 5.326; 5-year: 6.879.
- **Co-Editor, Special Issue of the Journal of Product & Brand Management: *Beyond Country and Brand "Origin": Product/Brand Place Associations and the Role of Place Image in Behavior and Strategy* (2018), Vol 27, No. 7, pp. 733-896**, with Nicolas Papadopoulos and Boris Bartikowski. September 2016-December 2018. **Co-Editor for 115 assigned manuscripts**, of which 12 papers were published in the double-length special issue. Impact Factor (2020): 1-year: 4.335 5-year: 5.354.
- **Editorial Board Member**, the **AMS Review** (*Academy of Marketing Science Review*) (3-year period, beginning April 1, 2023). Impact Factor (2022): 4.632, **Reviewer 11 papers**.
- **Editorial Board Member**, the **Canadian Journal of Administrative Sciences (CJAS)** (5-year period, January 1, 2017-December 31, 2022). Impact Factor (2021): 1.78, **Reviewer 9 papers**.
- **Editorial Board Member, International Marketing Review** (January 2010-Present), **Reviewer** (January 2007-Present), **20 papers** (independent of Associate Editor Responsibilities).
- **Editorial Board Member**, *The Journal of Internet Business* (formerly, *The Internet Business Review)* (2004-2012), and ad-hoc reviewer (5 papers)**.**

## AD HOC JOURNAL REVIEWER:

- *Journal of Business Research* (December 2005-Present), 45 papers.
- *Journal of International Marketing* (February 2008-Present), 18 papers.
- *Human Resource Management Journal* (January 2025-Present), 1 paper.
- *Food Quality and Preferences* (March 2025-Present), 2 papers.
- *Journal of International Business Studies* (July 2024-Present), 4 papers.
- *Academy of Management Perspectives* (January 2023-Present), 1 paper.
- *International Business Review* (February 2021-Present), 2 papers.
- *Asia-Pacific Journal of Marketing and Logistics* (August 2024-Present), 1 paper.
- *Industrial Marketing Management* (September 2017-Present), 1 paper.
- *International Journal of Information Management* (November-Present), 5 papers.
- *Journal of Cleaner Production* (April 2019-Present), 2 papers.
- *Personality and Individual Differences* (August 2014-Present), 5 papers.
- *The Journal of Interactive Marketing* (June 2015-Present), 1 paper.
- *Journal of Product & Brand Management* (January 2015-Present), 6 papers.
- *Australasian Marketing Journal* (May 2021-Present), 1 paper.
- *The Journal of International Consumer Marketing* (Dec 2015-Present), 2 papers
- *The Canadian Journal of Administrative Sciences* (May 2012-December 2016), 2 papers.
- *International Journal of Research in Marketing* (October 2010-Present), 1 paper.
- *International Journal of Advertising* (May 2019-Present), 1 paper.
- *Marketing Letters* (July 2014-Present), 1 paper.
- *Sex Roles* (January-March, 2009), 2 papers.
- *The European Journal of Marketing* (February 2011-Present), 1 paper.
- *Journal of Marketing Management* (October-December 2008), 1 paper.
- *Journal of Environmental Psychology* (October 2007-Present), 2 papers.
- *The Journal of Consumer Behavior* (October 2005-Present), 4 papers.
- *The Journal of Retailing* (February-March 2005), 1 paper.

## REFEREE (EXTERNAL) FOR PROMOTION/TENURE/AWARDS:

- **External Referee**, Candidate for Promotion/Tenure to rank of Associate Professor, *University of Jordan* (Jordan), 2025.
- **External Referee**, Candidate for Promotion/Tenure to rank of Full Professor, *University of Jordan* (Jordan), 2024.
- **External Referee**, Candidate for Promotion/Tenure to rank of Associate Professor, Mike Ilitch School of Business, *Wayne State University* (USA), 2023
- **External Referee**, Candidate for Promotion/Tenure to rank of Associate Professor, *Saunders College of Business*, *Rochester Institute of Technology* (USA), 2021
- **External Referee**, Dissertation submission, *2020 Mary Kay Dissertation Competition*, Academy of Marketing Science, 2020.
- **External Referee**, Candidate for Promotion/Tenure to rank of Senior Lecturer, *Ruppin Academic Center* (Israel), 2019.

## ENDORESEMENTS, REVIEWER FOR TEXTBOOKS, BOOK CHAPTERS, RESEARCH PROPOSALS, RESEARCH CHAIRS, GRANTS:

- **Canada Research Chairs (Tier 2) Nomination Renewal**, Canada Research Chairs, *Social Sciences and Humanities Research Counci (SSHRC)l—Government of Canada* (April-June, 2026).
- **Research Proposal Reviewer**, MITACS *Accelerate Research Grant Proposal* (October, 2025).
- **Research Proposal Reviewer**, *Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant* Application (March 2025-April 2025).
- **Research Proposal Reviewer**, *Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grants* Application (November 2024-January 2025).
- **Reviewer for Book Chapter**, *Global Marketing in Times of Disruption* (Edited by K. Hewett and Y. Strizhakova), Review of Marketing Research, Emerald, February-March 2024.
- **Reviewer for Book Chapter**, *Multilingualism: Foundation and the State of Interdisciplinary Art* (Edited by J-M Dewaele, J.-M. and J.W. Schweiter. Bloomsbury, November 2023-January 2024.
- **Research Proposal Reviewer**, *Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grants* Application (November 2022-January 2023).
- **Endorsement for book back cover** (70 words), "Shopomania: How we talk about our possession obsession" (2022). Author: Paul Berton. Douglas & McIntyre publishers. June 2022.
- **Reviewer for Book Proposal**, *The Psychology of Globalization: Identity, Ideology, and Action* (Authors: Reese, Rosenmann, & Cameron). Elsevier Academic Press, June-July 2016.
- **Reviewer for Book Chapter**, *Routledge Companion on Ethnic Marketing* (Edited by Ahmad Jamal, Lisa Peñaloza & Michel Laroche), July 2013-May 2015.
- **Research Proposal Reviewer**, *Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grants* Application (January-February 2013).
- **Research Proposal Reviewer**, *Netherlands Organization for Scientific Research* (*NWO*), Division of Social Sciences (December 2012-February 2013).
- **Research Proposal Reviewer**, *Austrian Science Fund* (*FWF Der Wissenschaftsfonds*, July-September 2011).
- **Textbook Review:** *Consumer Behavior: Seventh Canadian Edition* (Solomon, White, Dahl: August 2016), Pearson Education Canada.
- **Textbook Review:** *Consumer Behavior: Sixth Canadian Edition* (Solomon, White, Dahl: August 2014), Pearson Education Canada.
- **Textbook Review:** Marketing Research for Marketers (Callegher & Langschmidt: publication: 2017), Pearson Education Canada.
- **Textbook Review:** *Contemporary Marketing, 2nd Canadian Edition* (Boone, Kurtz, MacKenzie, Snow: June-July 2008, Chapters 10-18), Nelson Education Ltd. Cited in *Acknowledgements* section.
- **Complete Textbook Review**: *Marketing, 1st Canadian Edition* (Grewal, Levy, Lichti, Persaud: June-September 2007), McGraw-Hill Ryerson Ltd. Cited in *Acknowledgements* section.

- **Editorial Review and Complete Textbook Review**: *Basic Marketing, 12th Canadian Edition* (Perrault, McCarthy, Meredith, Ricker: April-May 2006), McGraw-Hill Ryerson Ltd. Cited in *Acknowledgements* section.
- **Acknowledgement** of contributions to international marketing discipline, in "Acknowledgements" section of *International Marketing, 2nd Canadian Edition* (Cateora, Graham and Papadopoulos, McGraw-Hill Ryerson, 2008).

## CONFERENCE TRACK CHAIRING/CO-CHAIRING:

Track chair tasks: Solicit and invite potential reviewers, review manuscript submissions, assign submissions to blind reviewers, decide on papers for acceptance (presentation and publication in proceedings), schedule and organize conference sessions (timetable) for accepted papers, perform reviews of all papers and communicate decisions to authors, and make nominations for Best Paper Award

1. **Co-Chair** (with Julien Troiville, and Cheryl Nakata), **Marketing in Emerging Markets Track, 2025 Academy of Marketing Science (AMS) World Marketing Congress**, Vilnius, Lithuania (July 6-9, 2026). **Co-Editor for 8 papers.**
2. **Co-Chair** (with Susanne Adler), **Consumer Behavior Track, 2025 Academy of Marketing Science (AMS) World Marketing Congress**, Dijon, France (July 1-4, 2025). **Co-Editor for 61 papers.**
3. **Co-Chair** (with Mark Arnold), **Consumer Behavior Track, 2024 Academy of Marketing Science (AMS) World Marketing Congress**, Mauritius (June 25-28, 2024). **Co-Editor for 25 papers.**
4. **Co-Chair** (with Constantinos Leonidou), **Cross-Cultural, Diverse and Inclusive Marketing Track, 2023 Academy of Marketing Science (AMS) Annual Conference**, New Orleans, Louisiana (May 17-20, 2023). **Co-Editor for 10 papers.**
5. **Co-Chair** (with Tatjana König), **Public Policy, Sustainability, and Social Responsibility Track**, **2022 Academy of Marketing Science (AMS) Annual Conference**, Monterey, California (May 25-27, 2022), **Co-Editor for 36 papers**.
6. **Co-Chair** (with John Cadogan, Eunju Ko, and Fabian Bartsch), **Global Consumer Culture: The Evolving Nature of Global and Local Consumption (Track**), **2017 Global Fashion Management Conference** (GAMMA) at Vienna (July 6-9, 2017), **Co-Editor for 26 papers**.
7. **Co-Chair** (with John Cadogan), **International and Cross-Cultural Marketing Track, EMAC 2017** (European Marketing Academy Conference, May 2017, Groningen, Netherlands). **Co-Editor for 38 papers.** Presentation of *Susan E. Douglas Award for Best Paper in International Marketing*.
8. **Co-Chair** (with John Cadogan), **International and Cross-Cultural Marketing Track, EMAC 2016** (European Marketing Academy Conference, May 2016, Oslo, Norway). **Co-Editor for 36 papers**.

## MANUSCRIPT REVIEWER FOR CONFERENCE SUBMISSIONS:

- 2026 *Administrative Science Conference of Canada* (Calgary, Canada, May 2026): 3 papers.
- *2025 Academy of Marketing Science (AMS) World Marketing Congress* (Dijon, France, July 2025): 4 papers.
- *2023 Global Marketing Conference* (GMC, July 2023, Seoul, Korea): 1 paper.
- 2023 *American Marketing Association (AMA) Global Marketing SIG* (Santiago, Chile, May 30-June 2, 2023): 1 paper.
- *2023 Royal Bank International Research Conference* (September 2023, Montreal, Canada): 2 papers.
- *2023 Academy of Marketing Science (AMS) World Marketing Congress* (Canterbury, UK, July 2023): 2 papers.
- *2023 Academy of Marketing Science (AMS) Conference* (May 2023, New Orleans, USA): 1 paper.
- *2022 American Marketing Association (AMA) Global Marketing SIG* (Crete, Greece, May 29-June 2, 2022): 1 paper.
- *2022 European Marketing Academy Annual Conference* (EMAC, Budapest, May 2022): 1 paper.
- *2022 Academy of Marketing Science (AMS) Conference* (May 2022, Monterey, California, USA): 3 papers.
- *2021 Royal Bank International Research Conference* (September 2021, Montreal, Canada): 2 papers.
- *2020 Global Marketing Conference* (GMC, July 2020, Seoul, Korea): 2 papers.

- *2020* European Marketing Academy Annual Conference (EMAC, Budapest, Hungary, May 2020): 2 papers.
- *2020 AMA (American Marketing Association) Global SIG* (May 18-21, Taormina, Italy): 1 paper.
- *2019 Royal Bank International Research Conference* (September 2019, Montreal, Canada): 2 papers.
- *2019 EMAC* (*European Marketing Academy Conference*, June 2019, Hamburg, Germany): 2 papers.
- *2018 Global Marketing Congress (GMC)* (Tokyo, July 26-29, 2018): 1 paper.
- *2018 Academy of Marketing Science (AMS) World Marketing Congress* (Porto, Portugal, June 27-29, 2018): 1 paper.
- *2017 Royal Bank International Research Seminar* (September 2017, Montreal, Canada): 2 papers.
- *2017 EMAC* (*European Marketing Academy Conference*, May 2017, Groningen, Netherlands): 4 papers.
- *2016 Royal Bank International Research Seminar. Understanding the Global Consumer Culture: Views from Eastern and Western Scholars* (June 24-26, 2016, Wuxi, China): 3 papers.
- *2016 GMC* (*Global Marketing Conference*, July 2016, Hong Kong, China): 1 paper.
- *2016 EMAC* (*European Marketing Academy Conference*, May 2016, Oslo, Norway): 3 papers.
- *2015 Royal Bank International Research Seminar: The Future of Ethnic Marketing in a Globalized World* (Montreal, Canada, September 24-26, 2015): 2 papers.
- *2015 Academy of Marketing Science (AMS) World Marketing Congress* (Bari, Italy, July 14-18, 2015): 2 papers.
- *2015 European Marketing Academy (EMAC) Conference* (Leuven, Belgium, May 26-29, 2015): 1 paper.
- *2013 Royal Bank International Research Seminar: Advancing Knowledge of the Global Consumer Culture* (Montreal, Canada, September 26-28, 2013): 3 papers.
- *2012 Royal Bank International Research Seminar: Globalization and Marketing Strategy* (Shanghai, China, June 7-10, 2012): 3 papers.
- *2012 Academy of Marketing Science Annual Conference* (New Orleans, Louisiana, May 15-20, 2012): 1 paper.
- *2011 Atlantic Marketing Association 16th Annual Conference* (Charleston, South Carolina, September 14-17, 2011): 1 paper.
- *2011 Royal Bank International Research Seminar: Global Consumer Behavior and Marketing Strategy* (Montreal, September 22-24, 2011): 2 papers.
- *2010 European Marketing Academy (EMAC) Conference* (Ljubljana, Slovenia, May 24-27, 2011): 1 paper.
- *2011 Academy of Marketing Science (AMS) World Marketing Congress* (Reims, France, July 19-23, 2011): 2 papers.
- *2010 Royal Bank International Research Seminar: Global Consumer Behavior and Marketing Strategy* (Tokyo, Japan, September 9-12, 2010): 2 papers.
- *2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference* (Lille, France, July 20-24, 2010): 1 paper.
- *2009 Royal Bank International Research Seminar: Globalization, Culture and Marketing Strategy* (Montreal, Québec, September 24-26, 2009): 2 papers.
- *2009 Administrative Sciences Association of Canada (ASAC) Annual Conference* (Niagara Falls, Ontario, June 6-9, 2009): 1 paper.
- *2009 Academy of Marketing Science (AMS) World Marketing Congress* (Oslo, Norway, July 22-25, 2009): 2 papers.
- *2008 Administrative Sciences Association of Canada (ASAC) Annual Conference* (Halifax, Nova Scotia, May 24-27, 2008): 2 papers.
- *2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference* (New Orleans, January 16-19, 2008): 1 paper.
- *2007 Academy of Marketing Science (AMS) World Marketing Congress* (Verona, Italy, July 11-14, 2007): 4 papers.
- *2006 Academy of Marketing Science AMS/KAMS Cultural Perspectives in Marketing Conference* (Seoul, South Korea, July 12-15, 2006): 1 paper.
- *2005 Administrative Sciences Association of Canada (ASAC) Annual Conference* (Toronto, Ontario, May 28-31, 2005): 2 papers.
- *2003 Royal Bank International Research Seminar: Culture in Services Marketing* (Montreal, Quebec, September 23-26, 2003): 2 papers.
- *2003 Joint Ph.D. in Administration Public Seminar* (Montreal, Quebec, January 24, 2003): (6 papers).
- *2001 Royal Bank International Research Seminar: Culture in Consumption Research* (Montreal, Quebec, September 27-29, 2001): 2 papers.

## PARTICIPATION AT CONFERENCES, SYMPOSIA, KEYNOTE/PLENARY TALKS

**1.** 2026 Administrative Sciences Association of Canada (ASAC) Conference (Calgary, Canada, May 21-25, 2026) .

- Manuscript Reviewer (3 papers). Session Chair. Two presentations: (1) Cleveland, Mark & Cea-Berry, Christina (2026), *When Self-Worth is for Sale: Self-Esteem, Materialism, and Maladaptive Shopping Behaviors*. (2) Papadopoulos, Nicolas & Cleveland, Mark (2026), *Country Image' vs. 'Place Image' in Research and Practice: Growing Apart, Ghosting, or Will All Roads Lead to Rome Some Day?*

**2.** AMA (American Marketing Association) Marketing and Public Policy Conference (MPPC), Junior Scholar Faculty Workshop (May 13-May 16, 2026), Ottawa, Ontario.
- **Panelist and faculty Mentor** for three days of workshops. Presentation: *Building Long-term Collaborations & Research Partnerships: From Networking to Co-Creation*

**3.** 2026 Academy of Marketing Science (AMS) World Marketing Conference (Vilnius, Lithuania, July 6-9, 2026).
- **Track Co-Chair** (10 submitted papers, soliciting, and managing reviews, also responsible for organizing sessions), Manuscript Reviewer (4 papers)

**4.** 2025 Summar AMA (American Marketing Association) Annual Conference (Chicago, August 22-24, 2025).
- Acceptance of 2024 S. Tamer Cavusgil Award, **Invited Presentation**: Cleveland, Mark (2024). *Within and Between Two Worlds: Conceiving, Measuring, and Applying Mixed-ethnic Identity in Three Countries*.

**5.** 2025 Academy of Marketing Science (AMS) World Marketing Conference (Dijon, France, July 1-4, 2025)
- **Track Co-Chair** (61 submitted papers, soliciting, and managing reviews, also responsible for organizing sessions), Manuscript Reviewer (18 papers). Session Chair. One presentation: *The Social Identity and Psychology of Mixed-ethnic/race consumers: An International Study.*

**6.** **Keynote Speaker**, Migration and Ethnic Relations Annual Graduate Student Conference (University of Western Ontario, March 22, 2025.

**7.** **Organizer and Host**, Distinguished Professor Lecture, Dr. Adamantios Diamantopoulos, University of Vienna, Austria, Dr. Paurav Shukla (Discussant, University of Southampton, UK) (March 21, 2025), "The Impact of Country of Origin Image and Sustainability Cues on Consumers' Willingness to Pay".

**8.** 2024 Global Fashion Management Conference (Milan, Italy, July 11-14, 2024).
- Two presentations: (1) *Window Dressing: The Motivations Driving Conspicuous Consumption in the Digital Age*, (2) *Do Excuses Matter? Dispositions, Justifications, and Proenvironmental Behavior*.

**9.** 2024 Academy of Marketing Science (AMS) World Marketing Conference (Bel Hombre, Mauritius, June 25-29, 2024)
- **Track Co-Chair** (25 submitted papers, soliciting, and managing reviews, also responsible for organizing 6 sessions), Manuscript Reviewer (2 papers).

**10.** SSHRC Insight Grant Information Session (UWO, August 9, 2023).
- 15-minute presentation on "tips on writing a winning application", + Q&A session.

**11.** 2023 Royal Bank International Research Seminar (Montreal, Canada, September 14-16, 2023)
- Manuscript reviewer (2 papers), Session Chair, Presentation: *Social Identity, Social Media, and Consumer Behavior: Indian Immigrants and their Descendants.*

**12.** Academy of Marketing Science (AMS) World Marketing Congress (Canterbury, UK, July 11-14, 2023)
- Manuscript Reviewer (2 papers), Session chair, Presentation: *Self-Esteem, Materialism, and Maladaptive Shopping Behaviors.*

**13.** Academy of Marketing Science (AMS) Annual Conference (New Orleans, USA, May 17-19, 2023)
- **Track Co-Chair** (10 submitted papers, soliciting, and managing reviews, also responsible for organizing 2 sessions), Manuscript Reviewer (2 papers).

**14.** SSHRC Insight Grant Information Session (UWO, August 22, 2022).
- 15-minute presentation on "tips on writing a winning application", + Q&A session.

**15.** Academy of Marketing Science (AMS) Annual Conference (Monterey, California, May 24-29, 2022)
- **Track Co-Chair** (36 submitted papers, soliciting and managing reviews, also responsible for organizing 6 sessions), Manuscript Reviewer (3 papers), Session Chair and Discussant (3 sessions), Presentation: *Within and Between Two Worlds: Mixed-Ethnic identity Scale Development and Nomological Validity*. Awarded the *William R. Darden Award* for Best Research Methodology Paper.

**16.** American Marketing Association (AMA) Global Marketing SIG (Crete, Greece, May 29-June 2, 2022)
- Manuscript reviewer (1 paper).

**17.** International Place Branding Association (IPBA) Conference, Barcelona, Spain (December 8-12, 2021)
- Presentation*: Place-related social identities, cultural values, social exchanges and traits as precursors of ethnic consumers' advocacy for global brands originating from ethnic heritage, host, and foreign countries*.

**18.** 2021 Royal Bank International Research Seminar-Virtual, (Montreal, Canada, September 23-25, 2021)

- Manuscript Reviewer (2 papers), **Plenary Speaker** Presentation: *Cross-cultural conundrums: Of digital divides and device dilemmas*; Additional Presentation: *Social media usage, materialism and psychological well-being among immigrant consumers: The roles of ethnic identity, acculturation, cosmopolitanism and identification with global consumer culture.*

**19.** 2021 European Marketing Academy Annual Conference (EMAC-Virtual, Madrid, Spain, May 25-28, 2021).
- Virtual (Zoom) Oral Presentation: *Extenuating Circumstances: Justifying Unsustainable Behavior*.

**20.** Migration and Ethnic Relations Workshop: MER *Student Careers: Employment and Employability inside and outside of Academia* (University of Western Ontario, March 25, 2021, 60-minute Q&A presentation).

**21.** 2020 Global Marketing Conference (GMC (Virtual), Seoul, South Korea, November 4-7, 2020).
- Manuscript reviewer (2 papers), Best paper Awardee, Virtual (Zoom) Presentation: *The Antecedents of Global Brand Advocacy for Home and Overseas Chinese*

**22.** 2020 European Marketing Academy Regional Conference (EMAC-Virtual, Zagreb, Croatia, September 16-19, 2020).
- Virtual (Zoom) Oral Presentation: *Globalization Orientations and Backlashes*

**23.** 2020 European Marketing Academy Annual Conference (EMAC, Budapest, Hungary, May 27-29, 2020)
- Manuscript Reviewer (2 papers).

**24.** **Organizer and Host**, Distinguished Professor Lecture and Guest Professor Visit, Dr. Attila Yaprak (Wayne State University, Michigan) (February 28, 2020), "Global Consumer Culture Theory: Evolution and Impact on Business".

**25.** American Marketing Association AMA Global SIG 2020 (Taormina, Italy, May 18-21).
- Manuscript reviewer (1 paper).

**26.** 2019 Royal Bank International Research Conference (Montréal, Québec, September 26-28, 2019).
- Manuscript reviewer (2 papers), Session Chair, Presentation: *Anti-Globalscapes: Mapping the Terrain of Consumers' Backlashes towards Aspects of Globalization.*

**27.** Academy of Marketing Science (AMS) World Marketing Congress (Edinburgh, Scotland, July 9-12, 2019)
- Manuscript reviewer (1 paper), Presentation: *Powerful Others and Chance or Fate: How Perceptions of Enablers and Constraints Mediate the External Environmental Locus-of-Control and Proenvironmental Behavior Relationship.*

**28.** 2019 European Marketing Academy Annual Conference (EMAC, Hamburg, Germany, May 28-31, 2019)
- Manuscript Reviewer (2 papers), Oral Presentation: *A Serial Mediation Model of Identity and Acculturation Antecedents of Market Mavenism among Chinese Immigrants.*

**29.** Professional Development Seminar (January 31, 2019), for Western's Collaborative Graduate Specialization in Migration and Ethnic Relations. 1.5 hours (4-530pm).

**30.** 2018 Global Marketing Congress (GMC, Tokyo, July 26-29, 2018).
- Manuscript reviewer (1 paper), Presentation: *Appreciating vs. Venerating Cultural Outgroups: The Psychology of Cosmopolitanism and Xenocentrism; Meet the Editors Session* (15-minute presentation, on behalf of the *International Marketing Review*).

**31.** Academy of Marketing Science (AMS) World Marketing Congress (Porto, Portugal, June 27-29, 2018)
- Manuscript reviewer (1 paper), Session Chair, Presentation: *Abetting or Thwarting: The Mediating Role of Subjective Enablers and Constraints in the Pro-Environmental Attitude-Behavior Relationship*.

**32.** Migration and Ethnic Relations Graduate Student Conference: "Migration and Diversity in Changing Global Contexts (April 13, 2018). Conference Chair, Emcee, and advisor to conference organizers.

**33.** Migration and Ethnic Relations Workshop: *Student Life and Progression, Careers Inside and Outside Academia, and Ideas for the MER Program* (November 23, 2017, 90-minute Q&A presentation).

**34.** Summer AMA (American Marketing Association) Conference and Career Fair (August 2-6, 2017, San Francisco, California).
- Interviewing PhD candidates and applicants to Tenure and Tenure track positions in Consumer Behavior. 25 interviews conducted.

**35.** Twelfth Royal Bank International Research Seminar (September 21-23, 2017, Montreal, Canada)
- Manuscript Reviewer (2 papers).

**36.** Conference **Track Co-Chair** [International Marketing and Cross-Cultural Consumer Behavior Track], 2017 EMAC (European Marketing Academy Conference), Groningen, Netherlands (May 23-26, 2017)
- Manuscript reviewer (36 papers), Session Chair, Oral Presentation: *Brand Ambassadors: Culture, Adaptation, and Brand Behaviors of Chinese Consumers in China, France, and Canada.*
- Awarding of the: *Susan P. Douglas Award for Best International Marketing Paper.*

**37.** Conference **Track Co-Chair** [Special Track on "Global Consumer Culture: The Evolving Nature of Global and Local Consumption"), Global Fashion Management Conference, Vienna, Austria (July 6-9, 2017).
- Manuscript reviewer (12 papers).

**38.** Migration and Ethnic Relations Graduate Student Conference: "Migration in Uncertain Times" (April 7, 2017). **Conference Chair**, Emcee, and advisor to conference organizers; Conference paper submission (with graduate student, Anjana Balakrishnan, PhD Candidate, Psychology):
- *Does Perspective Matter? A Nomological Network of Basic Psychological Needs, Global Orientations, and Outcome Behaviours.*

**39.** Migration and Ethnic Relations Colloquium speaker series*: On Publishing, Navigating Academic Careers, and Making the Transition from Academia* (March 23, 2017, 100-minute Q&A presentation).

**40.** Faculty and Students, DAN Management, University of Western Ontario (February 17, 2017)
- Presentation on *Multifaceted Acculturation in Multiethnic Settings*

**41.** Collaborative Graduate Program in Migration and Ethnic Relations Colloquium Series (Winter 2017), Seminar Presentation (January 19, 2017, 3-5pm) to MER faculty and graduate students:
- *Ethnicity, Identity, Acculturation, and Consumer Behavior in the Global Era.*

**42.** 2016 Summer AMA (American Marketing Association) Conference, Atlanta, Georgia (August 5-7, 2016)
- Acceptance of 2016 *Hans B. Thorelli Award*.

**43.** GMC 2016 (Global Marketing Conference, July 2016, Hong Kong, China).
- Manuscript Reviewer (1 paper).

**44.** Eleventh Royal Bank International Research Seminar, Wuxi, China (June 24-26, 2016).
- **Keynote Speaker**: *Understanding the Global Consumer Culture* (June 25, 2016, 60 minutes)
- Special Session Organizer and Co-Chair: *From the Research Trenches and the Desks of the Associate Editors: Reflections, New Developments, and Challenges for Research on Globalization, Culture Change and Consumer Behavior*.
- Manuscript Reviewer (3 papers), Session Chair, Two Papers Presented: (1) Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence; (2) Multifaceted Acculturation in Multiethnic Settings.

**45.** Conference **Track Co-Chair** [International and Cross-Cultural Consumer Behavior Track], 2016 EMAC (European Marketing Academy Conference, Oslo, Norway, May 2016)
- 37 papers submitted. Solicit Reviewers, reviewed papers, assigned reviewers, made decisions, assigned papers to tracks.

**46.** Tenth Royal Bank International Research Seminar, Montreal, Canada (September 24-26, 2015).
- Manuscript Reviewer (2 papers), Session Chair, Two Presented Papers: (1) *Cultural Antecedents of Opinion Leadership: Comparing Chinese at Home and Abroad,* (2) *Globalization, National Identity, Biculturalism, and Consumer Behavior: The Case of Dutch Consumers.*

**47.** Academy of Marketing Science 2015 World Marketing Congress, Bari, Italy (July 14-18, 2015).
- Presentation: *Ethnic Minority Consumers as Brand Ambassadors: Culture, Adaptation, and Global Brand Advocacy of Chinese Migrants in Canada and France*, Manuscript Reviewer (2 papers), Session Chair (2 sessions), Conference representative for the *International Marketing Review* (Journal).

**48.** European Marketing Academy (EMAC) 2015 Conference, Leuven, Belgium (May 26-29, 2015)
- Manuscript Reviewer (1 paper)

**49.** Academy of Marketing Science 2014 World Marketing Congress, Lima, Peru (August 5-8, 2014).
- Presentation: *'Here, There, and Everywhere': The Polycentric Consumer;* Conference representative for the *International Marketing Review* (Journal) and participation in the "Meet the Editors" session.

**50.** "Lunch and Learn", DAN Management Faculty, University of Western Ontario (March 21, 2014)
- Presentation on *Globalization, Culture & Identity: Consumer Research Topics and Methodologies.*

**51.** Ninth Royal Bank International Research Seminar, Montreal, Canada (September 26-28, 2013)
- Manuscript Reviewer (2 papers), Session Chair, Two presentations: (1) *Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change*; (2) *Global vs. Local Brands: How Home Country Bias and Price Differences Impact Brand Choice Across Product Categories*.

**52.** Academy of Marketing Science 2013 World Marketing Congress, Melbourne, Australia (July 17-20, 2013)
- Presentation: *Cross-cultural Examination of the Psychographic Drivers of Materialism*.

**53.** Eighth Royal Bank International Research Seminar, Shanghai, China (June 7-10, 2012)
- Manuscript Reviewer (5 papers), Session Chair, Two presentations: (1) *You Are What You Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption*; (2) *Individualism-Collectivism and the Quantity versus Quality Dimensions of Individual and Group Creative Performance*.

**54.** 2012 Academy of Marketing Science Annual Conference, New Orleans, Louisiana (May 15-20, 2012).
- Manuscript Reviewer (1 paper).

**55.** Fifteenth Cross-Cultural Research Conference, Kona, Hawaii (December 10-14, 2011).
- Session Chair, Presentation: *Ethnic Identity and Cosmopolitanism in Iran: Antecedents and Outcomes*.

**56.** Seventh Royal Bank International Research Seminar, Montréal, Canada (September 22-24, 2011)
- Manuscript Reviewer (2 papers), Session chair, Presentation: *Cross-Cultural Validation of a Unidimensional Short Scale for Cosmopolitanism.*

**57.** 2011 Atlantic Marketing Association 16th Annual Conference, Charleston, South Carolina (September 14-17, 2011)
- Manuscript Reviewer (1 paper)

**58.** 2011 Academy of Marketing Science (AMS) 15th World Marketing Congress, Reims, France (July 19-23, 2011).
- Manuscript Reviewer (2 papers), Session chair (3 sessions), Presentation: *Globalization, Culture, Consumer Dispositions, and Consumption: The Case of Iran.*

**59.** European Marketing Academy (EMAC) 2011 Conference, Ljubljana, Slovenia (May 24-27, 2011)
- Manuscript Reviewer (1 paper)

**60.** 2010 Global Marketing Conference at Tokyo, and 6th Royal Bank International Research Seminar, Tokyo, Japan (September 9-12, 2010).
- Manuscript Reviewer (2 papers), Session Chair, Presentation: *Globalization, Culture, Religion, and Values: Comparing Consumption Patterns of Lebanese Muslims and Christians*. Best Reviewer Award.

**61.** 2010 Academy of Marketing Science (AMS) Cultural Perspectives in Marketing Conference , Lille, France (July 21-24, 2010)
- Manuscript Reviewer (1 paper), Session Chair, Presentation: *Globalization, Identity, Culture, and Consumer Behavior: A Cross-Cultural Study of Chilean and Canadian Consumers*

**62.** 2009 Royal Bank International Research Seminar, Montreal, Canada (September 24-26, 2009).
- Manuscript reviewer (2 papers), Session chair, Presentation: *Antecedents of Cosmopolitanism: A Cross-Cultural Study of Individual- and Cultural- Level Values in Turkey and Canada*

**63.** Academy of Marketing Science (AMS) 14th World Marketing Congress, Oslo, Norway (July 22-25, 2009).
- Manuscript reviewer (2 papers, global marketing track), Session Chair (global marketing), Two presentations: (1) *Individual and Cultural Values as Precursors of Cosmopolitanism*, (2) *The Interplay of Local and Global Cultural Influences on Japanese Consumer Behavior*

**64.** Administrative Sciences Association of Canada 2009 Annual Conference, Niagara Falls, Ontario (June 6-9, 2009)
- Manuscript Reviewer (1 paper), Presentation: *Identity, Demographics, and Consumption: A Study of Segmentation Variables across Eight Countries and Nine Product Categories.*

**65.** The Power Within: featuring William Jefferson Clinton, 42nd President of the United States, on the Global Economy. (November 26, 2008, London, Ontario).

**66.** Western Homecoming 2008, London, Ontario (October 4, 2008).
- Public Presentation of Research *"Globals, Locals and Creoles: Global Consumer Culture, Ethnic Identity, and Consumer Behavior"*

**67.** Administrative Sciences Association of Canada (ASAC) Annual Conference, Halifax, Nova Scotia (May 24-27, 2008).

- Manuscript reviewer (2 papers, Entrepreneurship track, selection of 'best paper' for track)

**68.** Collaborative Graduate Program in Migration and Ethnic Relations Colloquium Series (Winter 2008)
- Seminar Presentation (March 6, 2008, 3-5pm): *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes*

**69.** Industrial/Organizational Psychology Brown Bag Series (Winter 2008)
- Presentation (February 15, 2008): Global Consumer Research

**70.** Academy of Marketing Science Cultural Perspectives in Marketing Conference (New Orleans, January 16-19, 2008).
- Manuscript reviewer (1 paper).

**71.** 2007 Royal Bank International Research Seminar (Montreal, Canada, September 27-29, 2007).
- Session Chair, Presentation: *Migration and Materialism: The Roles of Ethnic Identity, Religiosity, and Generation*

**72.** Academy of Marketing Science (AMS) 13th World Marketing Congress, Verona, Italy (July 11-14, 2007).
- Served as Discussant, Presentation: *It's Not Easy Bein' Green: Green Creeds, Green Deeds, and Environmental Locus of Control.*

**73.** Board of Trade of Metropolitan Montreal / Chambre de Commerce du Montréal Métropolitain, Montreal, Québec (June 21, 2007)
- Presentation concerning Doctoral Research, made to the *Jury des Grands Montréalais* (Finalist, Doctoral thesis, *l'Académie des Grands Montréalais*).

**74.** Administrative Sciences Association of Canada (ASAC) Annual Conference, Ottawa, Ontario (June 2-5, 2007).
- Presentation: *Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence.*

**75.** Southern Ontario Behavioral Decision Research Conference, Ivey Business School, the University of Western Ontario (May 11th, 2007).

**76.** Academy of Marketing Science (AMS), AMS/KAMS Cultural Perspectives in Marketing Conference, Seoul, South Korea (July 12-15, 2006).
- Manuscript reviewer (1 paper), and session Chair, Presentation: *Materialism, Consumer Ethnocentrism, and Cosmopolitanism: An Eight-Country Investigation.*

**77.** 2005 Royal Bank International Research Seminar: Impact of Culture on Marketing Strategy, Montréal, Quebec (September 23-26, 2005).
- Session chair and Discussant leader, Presentation: *Acculturation to Global Consumer Culture: Scale Development and Research Paradigm*.

**78.** Administrative Sciences Association of Canada (ASAC) 2005 Annual Conference, Toronto, Ontario (May 28-31, 2005).
- Manuscript reviewer (2 papers).

**79.** American Marketing Association (AMA), 2004 AMA Summer Marketing Educators' Conference, Boston, Massachusetts (Aug. 6-9, 2004).

**80.** Academy of Marketing Science (AMS), 2004 Annual Conference, Vancouver, British Columbia (May 26-29, 2004).
- Presentation: *The Critical Role of Congruency in Prototypical Brand Extensions*

**81.** 2003 Royal Bank International Research Seminar: Culture in Services Marketing, Montréal, Quebec (Sept. 23-26, 2003).
- Manuscript reviewer (2 papers), assisted in conference organization, Presentation: *Culture and Consumption Typology: The Case of Traditional and Mainstream Foods*.

**82.** American Marketing Association 38th AMA-Sheth Foundation Doctoral Consortium, Minneapolis, Minnesota (June 26-29, 2003). Doctorial Consortium Fellow.

**83.** 2003 Academy of Marketing Science, 11th World Marketing Congress, Perth, Australia (June 11-14, 2003).
- Presentation: *Exploring the Multidimensionality of Environmental Locus of Control and Its Impact on Proenvironmental Behaviors.*

**84.** Society for Consumer Psychology, 10th Annual Winter Conference, New Orleans, Louisiana (Feb. 20-22, 2003).

- Presentation: *Through the Eyes of the Beholder: Gender Differences in the Product Knowledge—Experience—Evaluation Relationship.*

**85.** Joint Ph.D. in Administration Public Seminar, Concordia University, Montréal, Québec (January 24, 2003)
- Organization of seminar and subsequent reception/lunch, Seminar chair and discussion leader.

**86.** Society for Marketing Advances SMA Doctoral Consortium and Annual Conference, St. Pete Beach, Florida (Nov. 12-16, 2002).
- *Doctoral Consortium Fellow*

**87.** Association for Consumer Research & the American Psychological Association, Cross-Cultural Research Conference, Honolulu, Hawaii (Dec. 12-15, 2001).
- Presentation: *Christmas Gift Search Behaviors: A Three-Country Comparison*.

**88.** Joint Ph.D. in Administration Annual Public Seminar Presentation, Concordia University, Montréal, Québec (Dec. 4, 2001)
- Presentation: *Christmas Gift Search Behaviors: A Three-Country Comparison*

**89.** 2001 Royal Bank International Research Seminar: Culture in Consumption Research Symposium, Concordia University, Montréal, Québec. (Sept. 27-29, 2001).
- Served as a reviewer for two manuscripts and assisted in conference organization.

**90.** Karma Symposia: Frontiers in Marketing, McGill University, Montréal, Québec (Nov. 2000).

**Invited presentations on dissertation topic:** *The I. Asper School of Business at the University of Manitoba*, Winnipeg, Manitoba (September, 2004); *The University of San Diego*, San Diego, California (October, 2004); *California State University (Dominguez Hills)*, Los Angeles, California (December, 2004); *The University of Western Ontario*, London, Ontario (February, 2005); *The University of New Brunswick (Saint John)*, Saint John, New Brunswick (February, 2005).

## PROFESSIONAL ASSOCIATIONS/AFFILIATIONS/CONSULTING

- **Consulting**: *GLG* (*Gerson Lehrman Group, 2016-ongoing*), *McKinsey and Company Inc*. (2019), *McCann Erikson (2016)*, *Industry Canada (2016-2017)*, *CBC Marketplace (2005, 2026)*.
- **Visiting Professor**, *Kedge Business School* (formerly*, Euromed School of Management*), Marseille France (May-June 2013; May-June 2014, April-May 2015).
- **Visiting Professor**, *WU Vienna University of Economics and Business*, Vienna, Austria (October 2013)
- **Full-time faculty member** (UWOFA), *Management and Organizational Studies*, Faculty of Social Science, The University of Western Ontario (July 2005-present)
- **Part-time faculty member**, Marketing Department, *John Molson School of Business*, Concordia University (2001-2005).
- **Part-time faculty member**, Service de l'Enseignement du Marketing, *HEC-Montréal*, Université de Montréal (2004).
- **Member,** the *Administrative Sciences Association of Canada* (*ASAC*: 2007-2014)
- **Member,** the *Academy of Marketing Science* (2002-present).
- **Member,** the *Society for Marketing Advances* (2002-2005).
- **Member,** the *Society for Consumer Psychology* (2002-2011).
- **Member,** the *American Marketing Association* (2004-2012, 2016-2018, 2024-2025).
- **Member**, the *Korean Academy of Marketing Science* (KAMS, 2010-2011, 2017-2018, 2024-2025)
- **Member,** the *European Marketing Academy* (EMAC, 2016-Present)
- **Associated Faculty Member,** *Western's Collaborative Graduate Program in Migration and Ethnic Relations* (Fall 2006-Present)
- **Associated Faculty Member,** *Western's Complex Adaptive Systems (CAS) Lab* (Fall 2020-Present)
- **Associated Faculty Member,** *UWO Network for Business Sustainability* (Summer 2007-Present)
- **FGS (Faculty of Graduate Studies) Membership:**
    - Doctoral Level, Migration and Ethnic Relations, Social Science (November 2013-Present)
    - Master's Level, Management of Applied Sciences (November 2013-Present).
    - UWO Faculty of Information and Media Studies (Limited, 2006-2007)

- Richard Ivey School of Business at UWO (Limited, 2010-2012, 2015)
- UWO Faculty of Law (Limited, 2012-2013).

# ADMINISTRATION

**Director, *Collaborative Graduate Program in Migration and Ethnic Relations*** (July 2016-July 2018 [two-year term appointment]).

- Management of Interdisciplinary Graduate program (enrollment ~40 graduate students, across eight departments in the faculties of Social Sciences, and Arts and Humanities) offering specialization at the PhD and Masters' levels. Planning and budgeting, Student recruitment and progression. Organization of the *Migration and Ethnic Relations Colloquium Series* (12+ Colloquia per academic year, with invited speakers from Academia, Industry, and the Community. Conference Organization, Representation at Student recruitment fairs, Graduate council meetings, etc. http://migration.uwo.ca/collaborative_program/index.html

# TEACHING

**Full Professor of Marketing (July 2021-Present), Associate Professor of Marketing (July 2011-June 2021), Assistant Professor of Marketing (July 2005-June 2011), DAN Department *in Management and Organizational Studies (MOS)*, Faculty of Social Science, University of Western Ontario**

- **Area Coordinator (Marketing and Consumer Behavior: June 2007-2019)**
  - Development of common curriculum, textbooks, and composition of common final exams, coordination of pedagogy across different MOS-3320 sections and instructors (Summer 2007-Winter 2011). Assisting in the hiring of limited-term and full-time instructors, including interviewing.
  - Conceptualization/design of three proposed Concentrations in Consumer Behavior (Sept. 2008-Present):
    - Honors bachelor's degree (4-yr, with Thesis) *Honors Specialization in Consumer Behavior*
    - Bachelor's degree (4-yr) *Specialization in Consumer Behavior*
    - Bachelor's degree (4-yr) *Major in Consumer Behavior*

- **Course sessions taught/scheduled at Western (to date):**
  - **13 Sections of ACS/MOS 3320a/b (Formerly 320)—Marketing for MOS:**
    - ACS-320a, Fall 2005: Section 003 (49 students), & Sec. 005 (n=40); ACS-320b, Winter 2006: Sec. 005 (n=48), and Sec. 006 (n=49); MOS-320a, Fall 2006: Sec. 003 (n=43), and Sec. 005 (n=34); MOS-320a, Winter 2007: Sec. 006 (n=45); MOS-320a, Fall 2007: Sec. 003 (n=43), and Sec. 005 (n=10); MOS-320a, Winter 2008: Sec. 006 (n=40); MOS-3320b, Winter 2009: Sec. 005 (n=45); MOS-3320a, Fall 2009: Sec. 003 (n=45); MOS-3320b, Winter 2010: Sec. 005 (n=45)
  - **11 Sections of MOS 3420F/G (formerly MOS 4420F/G, MOS 395b: Special Topics)—Marketing Research** *(Novel course that I developed)*:
    - MOS-395b, Winter 2007: Sec. 001 (n=30); MOS-395b, Winter 2008: Sec. 001 (n=37); MOS-4420G, Winter 2009: Sec. 001 (n=33); MOS-4420G, Winter 2010, Sec. 001 (n=33); MOS-4420G, Winter 2011: Sec. 001 (n=37); MOS-3420F, Fall 2011: Sec. 001 (n=9), & 002 (n=19); MOS-3420F, Fall 2012: Sec. 001 (n=47); MOS-3420F, Fall 2014: Sec. 001 (28), & 002 (33); MOS-3420, Winter 2027: Sec. 001 (TBD).
  - **8 Sections of MOS 3321F/G—Consumer Behavior** *(Novel course that I developed)*:
    - MOS-3321F, Fall 2009: Sec. 001 (n=31); MOS-3321F, Fall 2010: Sec. 001 (n=36) and Sec. 002 (n=37); MOS-3321G, Winter 2011: Sec. 001 (n=46); MOS-3321G, Winter 2012: Sec. 001 (n=45); MOS-3321F, Fall 2012: Sec. 001 (n=47); Fall 2015: Sec. 003 (n=30); MOS-3321G, Winter 2026: Sec. 002 (n=50).
  - **30 Sections of MOS 4423F/G—Seminar in Consumer Research** *(Novel course that I developed): syllabus, course content, course reading pack.*

- Winter 2012: Sec. 001 (n=7); Winter 2013: Sec. 001 (n=13), Sec. 002 (n=12), Winter 2015: Sec. 001 (n=17), Sec. 002 (n=15), Winter 2016: Sec. 001 (n=11), Sec. 002 (n=12), Winter 2017: Sec. 001 (16), Sec. 002 (15), Winter 2018: Sec. 001 (n=20), Sec. 002 (n=20), Winter 2019: Sec. 001 (n=20) & Sec. 002 (n=20), Winter 2020: Sec. 001 (n=18) & Sec. 002 (n=16), Winter 2022: Sec. 001 (n=12), Sec. 002 (n=16), Sec. 003 (n=15), Winter 2023: Sec. 001 (n=20), Sec. 002 (n=10), Sec. 003 (n=12), Winter 2024: Sec. 001 (n=20), Sec. 002 (n=19), Sec. 003 (n=18), Winter 2025: Sec. 001 (n=20), Sec. 002 (n=20); Winter 2026: Sec. 001 (n=19), Sec. 002 (n=20); Winter 2027: Sec. 001 (n=20), Sec. 002 (n=20)

- **11 Sections of COMMMGT 9320a/b—Fundamentals of Marketing Management** *(Novel MMASc/Graduate Diploma course that I developed): syllabus, course content.*
  - Fall 2014: Sec. 001 (n=23), Fall 2015: Sec. 001 (20) & Sec. 002 (22), Fall 2016: Sec. 001 (29) & Sec. 002 (26), Fall 2017: Sec. 001 (23) & Sec. 002 (23), Fall 2018: Sec. 001 (21) & Sec.002 (22), Fall 2019: Sec. 001 (29), & Sec 002 (29).
- **MOS 4999E—Honors Thesis in Consumer Behavior (1.0 course)**
  - **9 students** supervised (2013-14, 2016-17, 2017-18, 2018-19, 2019-20, 2023-24), Syllabus, pedagogy and thesis guidelines, content, and schedule.
- **2 Sections of MER 9000 (Colloquium Series in Migration and Ethnic Relations, Graduate Seminar).**
  - (1) Fall 2016-Winter 2017 (n=35 students); (2) Fall 2017-Winter 2018 (n=387 students). Find, schedule, and host visiting/guest speakers, organize workshops and orientation sessions, mentor students.
- **Other Course Curriculum/Syllabi Developed:**
  - **Law 9561B Directed Research: "Examining Neuromarketing Theory"** (Reading course, Winter 2019, Student: Pankuri Malik, Masters of Studies in Law)
  - **MOS 1021a/b** (**Introduction to Consumer Behavior & Human Resource Management**)
    - Syllabus, course content (co-developed with Dr. James O'Brien)
  - **MOS 3322F/G** (**Integrated Marketing Communications**)
    - Syllabus, course content developed.

**Visiting Professor, *Kedge Business School* (formerly, *Euromed Management* [School of Management and Business]), Marseille, France (May-June 2013, 2014, 2015): 3 course sections of M-ESC-5-02-35-07-E (*Consumer Behavior*).**

- *ESC Grande École* degree, M-ESC (*Master of Science*) students. Triple accreditation (*EQUIS*, *AMBA*, AACSB). Syllabus, evaluation, pedagogy developed and delivered.
  - May-June 2013, M-ESC-5-02-35-07-E, Consumer Behavior (74 students)
  - May-June 2014, M-IBL-5-02-35-07-E, Consumer Behavior (66 students)
  - May-June 2015, M-IBL-5-02-35-07-E, Consumer Behavior (35 students)

**Part-time Faculty Member (Lecturer), *John Molson School of Business,* Concordia University (2001-2005): 8 course sessions of MARK 201—Introduction to (Principles of) Marketing:**

- Sec. C (Fall, 2001, n=55), & Sec. I (Spring, 2002, n=55); Sec. C (Fall, 2002, n=55), & Sec. I (Spring, 2003, n=55); Sec. C (Fall, 2003, n=55), & Sec. I (Spring, 2004, n=55); Sec. C (Fall, 2004, n=55), & Sec. I (Spring, 2005, n=55)

**Part-time Faculty Member (« Chargé de Cours »), HEC-Montréal *(École des Hautes Études Commerciales),* Université de Montréal (2004) : 1 course session of Marketing Research (3-118-00) :**

- Winter 2004 (n=12)

## SUPERVISION AND MENTORING OF STUDENTS

### PH.D. THESIS EXTERNAL EXAMINER/ADVISOR/SUPERVISOR, 16 STUDENTS:

1. Ph.D. (Psychology) Thesis Internal Examiner, for **Paolo Aldrin Palma** (April 2023-July 2023), University of Western Ontario. Dissertation Title: Economics or Culture? Measuring Economic Thinking and Cultural Enrichment Beliefs About Immigration. Supervisor: Victoria Esses, PhD.
2. Ph.D (Marketing) Thesis External Examiner, for **Lorena Diaz Gomez** (September 2022-March 2023), Faculty of Business, Economics and Statistics, Universität Wien (Vienna University), Austria. Dissertation Title: Basic Emotions in Country-of-Origin Effects. Supervisor: Adamantios Diamantopoulos, PhD.
3. Ph.D. (Psychology) Thesis Internal Examiner, for **Nathan Lau** (August 2021-November 2021), University of Western Ontario. Dissertation Title: *Cognitive and Affective Correlates of Math Achievement: An Examination of the Roles of Symbolic Number Development and Math Anxiety.* Supervisor: Daniel Ansari, Ph.D.
4. Ph.D. (Marketing) Thesis External Examiner (October-December 2020), for **Kimberly Duval**, John Molson School of Business, Concordia University (Montreal). Dissertation title*: When and Why Prediction-Based Appeals Influence Consumer Behavior: The Role of Self-Construa*l. Supervisor: H. Onur Bodur, Ph.D.
5. Ph.D. (International Doctorate in Entrepreneurship and Management) Thesis External Advisor (May-July 2020), and Examiner (September-October 2020), for **Maryam Vaziri,** Department of Business, Universitat Autonoma de Barcelona (Spain). Dissertation Title: *Consumer-Based Brand Categorization Through Perceived Brand Globalness (PBG) and Localness (PBL) in Signalling Theory: A Mixed Method Approach in an Emerging Market for FMCCs*. Supervisors: Dr. Joan Llonch-Andreu, Dr. Maria Pilar Lopez Belbeze.
6. Ph.D. (Psychology) Thesis Internal Examiner, for **Isu Cho** (November 2019-January 2020), University of Western Ontario. Dissertation Topic: *The Development of Theory of Mind across the Lifespan*. Supervisor: J. Bruce Morton, Ph.D.
7. Ph.D. (Sociology) Thesis Internal Examiner, for **Eugena Kwon** (August-December 2019), University of Western Ontario. Dissertation topic: *Structural challenges and barriers to immigrants' post-migration eating habits in Canada.* Supervisor: Tracy Adams, Ph.D.
8. Ph.D. (Marketing) Visiting Graduate (PhD) Student (Research Only), Supervisor, for **Ekaterina Salnikova** (May-August 2018), PhD Fellow, Aarhus University (Department of Management, MAPP Research Centre). Research Project: *The Effect of Social Norms on Global and Local Consumers' Response toward Sustainable Business Practices.*
9. Ph.D. (Marketing) Thesis University Examiner, for **Ramzi Fathallah** (April-August 2017), Richard Ivey School of Business, University of Western Ontario. Dissertation Title: *Before Exit: Three Essays on Business Exit in Politically and Economically Adverse Environments.* Supervisor: Oana Branzei, Ph.D.
10. Ph.D. (Dept. of Business Administration) Thesis External Examiner, for **Hanita Rosenstein** (February-June 2017), University of Haifa (Israel). Dissertation Title: *Consumer Cultural Intelligence*. Supervisor: Aviv Shoham, PhD.
11. Ph.D. (Psychology) with Specialization in Migration and Ethnic Relations, Comprehensive Exams—Major Research Project Supervisor for **Anjana Balakrishnan** (September 2016-October 2017), University of Western Ontario. Project title: *Does Perspective Matter? A Nomological Network of Basic Psychological Needs, Global Orientations, Personality, and Outcome Variables.*
12. Ph.D. (Consumer Science) Thesis External Examiner, for **Maryam Akhoundi** (April-May 2016), Universiti Putra Malaysia (Sekolah Pengajian Siswazah [School of Graduate Studies], Serdang, Selagor, Malaysia. Dissertation Title: *The Effect of Exposure to Global Marketing Activities on Consumption Behavior Among University Students in Klang Valley, Malaysia*. Supervisor: Syuhaily Osman, Ph.D.
13. Ph.D. (Marketing) Thesis University Examiner, for **Charan Bagga** (April-June 2015), Richard Ivey School of Business, University of Western Ontario. Dissertation Title: *Sustainability of a Trivial Attribute Differentiation Strategy.* Supervisor: Niraj Dawar, Ph.D.
14. Ph.D. (Marketing) Thesis External Examiner, for **Warat Winit** (March 2010-July 2011), School of Marketing, University of New South Wales (Sydney, Australia). Dissertation Title: *The Impact of Consumers' Expressions of National Identity on Global and Local Brand Perceptions*. Supervisor: Gary Gregory, Ph.D.
15. Ph.D. (Marketing) Thesis University Examiner, for **Fabrizio Di Muro** (March-April 2010), Richard Ivey School of Business, University of Western Ontario (London, Ontario). Dissertation Title: *Arousal-Congruency and Consumer Choice*. Supervisor: Kyle Murray, Ph.D.
16. Ph.D. (Marketing) Thesis University Examiner, for **Seung Hwan (Mark) Lee** (February-April 2011), Richard Ivey School of Business, University of Western Ontario (London, Ontario). Dissertation Title: *The Structural Importance of Consumer Networks*. Supervisor: June Cotte, Ph.D.

## PHD THESIS COMMITTEE MEMBER, 4 STUDENTS:

1. Ph.D. (Psychology) Comprehensive Exam Supervisory Committee Member, for **Shannon Mahony**, Ph.D. Student, Department of Psychology, Faculty of Social Sciences, University of Western Ontario (London, Ontario, April 2026-August 2026).

2. Ph.D. (Psychology) Thesis Committee Member and External Examiner, for **Carnell A. Colebrook-Claude**, Ph.D. Candidate, Fielding Graduate University (Santa Barbara, California, July 2017-August 2018). Dissertation Title: *Development and Validation of the Adolescent Internal Environmental Locus of Control Scale (AINELOC)*. Supervisor: Anthony F. Greene, Ph.D. (Fielding Graduate University).

3. Ph.D. (Geography) Thesis Committee Member, for **Evan Cleave**, Ph.D. Student, Department of Geography, Faculty of Social Sciences, University of Western Ontario (London, Ontario, April 2015-August 2018). Comprehensive Exam Questions developed (October 2015). Dissertation Topic: *Does it Work? Examining the Effectivenss of Place Branding on Local Economic Development.* Supervisor: Godwin Arku, Ph.D.

## MASTER OF SCIENCE THESIS COMMITTEE MEMBER/EXTERNAL ADVISOR, 6 STUDENTS:

1. M.Sc. Thesis Committee Member, for **Dylan Palmer**, Department of Management and Consumer Studies, College of Management and Economics, University of Guelph (September 2012-2014), Project Title: *Market Segmentation and Portfolio Strategies of Private-Label Brands: A Case Study of Sobeys Private Label Portfolio*.
2. M.Sc. (Administration) Thesis Committee Member, for **Parastoo Naghavi**, John Molson School of Business, Concordia University (Montreal, February 2010-June 2011), Project Title: *Acculturation to the Global Consumer Culture and Ethnic Identity: An Empirical Study in Iran*.
3. M.Sc. Thesis Committee Member, for **Monica El Gamal**, Department of Marketing and Consumer Studies, College of Management and Economics, University of Guelph (February 2010-June 2010), Project Title: *A Study of Cultural Values Reflected in Magazine Advertisements from Egypt and the United States.*
4. M.Sc. (Administration) Thesis Committee Member, for **Ranim Hallab**, John Molson School of Business, Concordia University (Montreal, March 2009-January 2010). Project Title: *Global and Local Cultural Influences on Lebanese Consumer Behavior.*
5. M.Sc. (Administration) Thesis External Advisor, for **Kamila Sobol**, John Molson School of Business, Concordia University (Montreal, January-September 2008). Project Title: *'The Global Consumer Culture': An Empirical Study in the Netherlands.*
6. M.Sc. (Administration) Thesis Committee Member for **Assaf Levy**, John Molson School of Business, Concordia University (Montreal, October 2003-June 2005). Project Title: *Linking Environmental Attitudes and Behaviors with Environmental Locus of Control.*

## MASTER OF ARTS/LAWS THESIS EXAMINER, 2 STUDENTS:

1. University Examiner (Thesis Examining Board), M.A. thesis defence, for **Vincent Manzerolle**, University of Western Ontario FIMS Graduate student (July-August, 2006). Thesis title: *The Consumer Database, Consumer Sovereignty, and the Commercial Mediation of Identity in the United States.*
2. University Examiner (Thesis Examining Board), LLM (Master of Laws) thesis defence, for **Melissa A. Loucks**, University of Western Ontario Law Graduate student (July-August, 2012). Thesis title: *Trademarks and Geographical Indications: Conflict or Coexistence*.

## HONOURS CONSUMER BEHAVIOR SPECIALIZATION WITH THESIS-SUPERVISION, 10 STUDENTS:

1. Honours Thesis Supervisor, for **Ashlee Brooke Blackburn**, University of Western Ontario Honours Consumer Behavior student (July 2025-May 2026). Thesis topic: Raised to Consume: The Role of Parenting Styles, Self-concept, and Self-control in Maladaptive Shopping Behaviors.

2. Honours Thesis Supervisor (with Jamie Hyodo) for **Sua Lee**, University of Western Ontario Honours Consumer Behavior student (July 2023-May 2024). Thesis topic: *Online Product Placement and Consumer Decision Making*.

3. Honours Thesis Supervisor for **Rabiya Siddiqui**, University of Western Ontario Honours Consumer Behavior student (August 2019-May 2020). Thesis topic: *Understanding the Justifications for Sustainable and Unsustainable Behaviors*.

4. Honours Thesis Supervisor for **Braedon Stark (Winant)**, University of Western Ontario Honours Consumer Behavior student (August 2019-June 2020). Thesis topic: *Of Dyads and Dichotomies: Exploring Culture-Laden Marketing Appeals across (in)Congruent Consumption Scenarios*.

5. Honours Thesis Supervisor for **Georgia McCutcheon**, University of Western Ontario Honours Consumer Behavior student (August 2018-May 2019). Thesis title: *Consumer Attitudes toward Backlash against Globalization: A Nine-Factor Model.*
    - This thesis was awarded the *"2019 Regional Winner"* from the USA & Canada, Business Category, by the *Global Undergraduate Awards* (out of 3437 submissions), the world's largest academic awards program.
6. Honours Thesis Co-Supervisor (with Jennifer Robertson) for **Wei Zhou**, University of Western Ontario Honours Consumer Behavior student (August 2017-May 2018). Thesis title: *Understanding the Effect of Message Framing on Influencing Consumer Attitude Towards Green Products: The Moderating Roles of Self-Construal and Internal Environmental Locus of Control.*
7. Honours Thesis Supervisor for **Victoria Janet Burton**, University of Western Ontario Honours Consumer Behavior student (August 2016-May 2017). Thesis title: *Personality Determinants of Susceptibility to Online Channel Opinion Leaders*.
8. Honours Thesis Co-Supervisor (with Bonnie Simpson) for **Adna Dozo**, University of Western Ontario Honours Consumer Behavior student (August 2016-May 2017). Thesis title: *Impression Management in Action: Consumer Spending as a Way of Impressing Others.*
9. Honours Thesis Supervisor for **Cecelia (Xi Xi) Xu**, University of Western Ontario Honours Consumer Behavior student (August 2013-May 2014). Thesis title: *How does the Degree of Acculturation to a Multiethnic Host Culture affect Ethnic Food Consumption Choices?*
10. Honours Thesis Supervisor for **Victoria Meiko Volk**, University of Western Ontario Honours Consumer Behavior student (August 2013-May 2014). Thesis title: *Environmental Locus of Control, Pro-environmental Behaviors, and Mediating Enablers and Constraints.*

## HONOURS PSYCHOLOGY STUDENT SUPERVISION, 12 STUDENTS:

1. Honors Thesis Supervisor for **Alice Nagolya**, University of Western Ontario Honours Psychology student (June 2026-April 2027). Thesis topic: TBD.
2. Honors Thesis Supervisor for **Miyuki Lee**, University of Western Ontario Honours Psychology student (June 2026-April 2027). Thesis topic: TBD.
3. Honours Thesis Supervisor for **Amy Demidenko**, University of Western Ontario Honours Psychology student (June 2024-May 2025). Thesis title: *Personality, Identity Formation, and Conspicuous Consumption.*
4. Honours Thesis Supervisor for **Sydney Wagman**, University of Western Ontario Honours Psychology student (June 2023-May 2024). Thesis title: *Motivations Behind and Moderators of Benevolent & Self-serving Behaviors in the Age of Social Media.*
5. Honours Thesis Supervisor for **Karim Elseddik**, University of Western Ontario Honours Psychology student (June 2023-May 2024). Thesis title: *Individual Differences and Consumer Behavior: Exploring the Influence of Social Media Use and Addiction.*
6. Honours Thesis Supervisor for **Linfan Zhang**, University of Western Ontario Honours Psychology student (May 2022-May 2023). Thesis title: *Consumer Minimalism and Subjective Well-being: Antecedents, Moderators, and Consequences*.
7. Honours Thesis Supervisor for **Yunfan (Carly) Yuan**, University of Western Ontario Honours Psychology student (May 2022-May 2023). Thesis title: *Motivations and Justifications of Conspicuous Consumption*.
8. Honours Thesis Supervisor for **Claudia Dargis**, University of Western Ontario Honours Psychology student (August 2021-April 2022). Thesis title: *Justifications, Environmental Locus of Control and Pro Environmental Behaviors.*
9. Honours Thesis Supervisor for **Christina Marie Cea-Berry**, University of Western Ontario Honours Psychology student (August 2021-April 2022). Thesis title: *Self-esteem and Maladaptive Consumer Behaviors with Moderation of Materialism and Self-construal.*
10. Honours Thesis Supervisor for **Christine Yip**, University of Western Ontario Honours Psychology student (Sept. 2006-April 2007). Thesis title: *Culture's Influence on Cosmopolitanism in Undergraduate Students.*
11. Honours Thesis Supervisor for **William Chang**, University of Western Ontario Honours Psychology student (Sept. 2006-April 2007). Thesis title: *Conflicting Perspectives of Materialism and Religiosity with the Korean-Canadian Community*.
12. Honours Thesis Co-Supervisor (with Dr. Stefane Kabene) for **Evan Weizenberg**, University of Western Ontario Honours Psychology student (Sept. 2005-May 2006). Thesis title: *The Impact of Culturally Determined Values on Perceptions of Health Care Quality*.

## UNDERGRADUATE THESIS READER, 6 STUDENTS:

1. Honours Thesis second reader for **Amanda Lang** (supervisor: Dr. Scott Connors), University of Western Ontario Honours Thesis in Consumer Behavior student (April 2026). Thesis title: *Credit or Blame? How Algorithm Responsiveness Shapes Attribution in Personalized Recommendations.*
2. Honours Thesis second reader for **Stephanie Tyrell** (supervisor: Dr. Bonnie Simpson), University of Western Ontario Honours Thesis in Consumer Behavior student (April-May 2024). Thesis title: *Understanding Consumer Reactions to Environmental Information Valence.*
3. Honours Thesis second reader for **Amanda Lang** (supervisor: Dr. Scott Connors), University of Western Ontario Honours Thesis in Consumer Behavior student (April 2024). Thesis title: *The Role of Attitude Moralization on the Effectiveness of Marketing Appeals for Corporate Social Responsibility (CSR) Advertisements*.
4. Honours Thesis second reader for **Michelle Li Chen** (supervisors: Dr. Scott Connors, Dr. Bonnie Simpson), University of Western Ontario Honours Thesis in Consumer Behavior student (April 2022). Thesis title: *A Product Return Rationale: Getting Consumers on Board with Strict Return Policies.*
5. Honours Thesis second reader for **Aeolon Nicolson** (supervisor: Dr. Scott Connors), University of Western Ontario Honours Thesis in Consumer Behavior student (April 2020). Thesis title: *Positioning for Polarization: Brand Personality and the Rise of Corporate Political Advocacy.*
6. Honours Thesis second reader for **Anne Wagner** (supervisor: Dr. David Dozois), University of Western Ontario Honours Psychology student (April 2007). Thesis title: *Organization and Valence of Self-Referent Attributes and Their Relationship to Early Maladaptive Schemes.*

## MENTORING AND SUPERVISION OF RESEARCH ASSISTANTS, 10 STUDENTS:

1. **Liam Wray** (Undergraduate Student, Ivey and Computer Science, University of Western Ontario, September 2023-April 2024, *paid*), for applied research project: "Mixed ethnic identity". Literature review, conducting and analyzing qualitative interviews, primary qualitative data collection and analyses.
2. **Chenzi Feng Zhao** (PhD Student, Education, University of Western Ontario, September 2023-May 2024, *paid*), for applied research project: "Mixed ethnic identity". Literature review, conducting and analyzing qualitative interviews, primary qualitative data collection and analyses.
3. **Rory Wei** (High School Honors student, *volunteer,* September 2023-January 2024) for applied research project: "Mixed ethnic identity". Literature review.
4. **Atiqa Marium** (PhD Student, Education, University of Western Ontario, June 2022-August 2023, *paid*), for applied research project: "Mixed ethnic identity". Literature review, conducting and analyzing qualitative interviews, primary qualitative data collection and analyses.
5. **Sam Ghebrai** (PhD Student, Sociology, University of Western Ontario, August 2020-May 2024, *paid*), for applied research project: "Mixed ethnic identity". Literature review, ethics protocol applications, conducting and analyzing qualitative interviews, scale and survey development, primary qualitative data collection and analyses.
6. **Pankhuri Malik** (MITACS Intern, Master of Law Student, University of Western Ontario, July 2020-July 2021, *paid*), for applied research project: "Mixed ethnic identity: Scale development". Literature review, ethics protocol application, scale and survey development.
7. **Christina Politis**, (*MITACS* Intern, MSc Student in Psychology, University of Western Ontario, May 2016-February 2017, *paid*), for applied research project: "Appreciating, Empowering, Motivating and Managing Workplace Diversity". Secondary and primary data collection/analyses using quantitative and qualitative approaches, literature reviews, appraisal of existing and development of new facilitator/participant materials, marketing plan development.
8. **Stelian Medianu**, (*MITACS* Intern, Post-Doctorial Researcher in Psychology, University of Western Ontario, May 2016-February 2017, *paid*), for applied research project: "Appreciating, Empowering, Motivating and Managing Workplace Diversity". Secondary and primary data collection/analyses using quantitative and qualitative approaches, literature reviews, appraisal of existing and development of new facilitator/participant materials, marketing plan development.
9. **Cecelia Xu** (Research Assistant, Honors Thesis Undergraduate Student in DAN Management, University of Western Ontario, October 2013-May 2014, *paid*). Projects included: survey administration and data entry, design of recruitment posters, and recruitment of research participants.

10. **Secil Erdoğan** (Research Assistant, Ph.D. Student in Sociology, University of Western Ontario, June 2008-2011, *paid*). Projects included: survey administration and keying, construction of online survey, literature reviews, exploring future research avenues with potential international collaborators.

### SCHOLAR'S ELECTIVES PROGRAM SUPERVISOR, 3 STUDENTS:

1. Supervisor/Mentor for **Srobona Podder,** University of Western Ontario Scholar's Elective student (SE 2200E: Supervised Individual Research I, Sept. 2017-May 2018). Research Topic title: *Globalization: Consumption without Borders*.
2. Supervisor/Mentor for **Alexandra Aliferis**, University of Western Ontario Scholar's Elective student, (020Y: Introduction to University Research, Sept. 2008-April 2009). Project Title: *Man of the Moment: A Discussion and Analysis of the Responsive Leadership Strategies of Chairman Mao and President Obama.*
3. Supervisor/Mentor for **Debora Miller-Lichtenstein**, University of Western Ontario Scholar's Elective student (020Y: Introduction to University Research, Sept. 2006-April 2007). Project title: *Perception of Reality and Fantasy: Do Television Advertisements Directed at Children Affect Their Cognitive Development and Perception of Reality and Fantasy?*

### FACULTY OF LAW, DIRECTED RESEARCH, 1 STUDENT:

- Law 9561B-Directed Research: "Examining Neuromarketing Theory". Supervisor for **Pankhuri Malik**, Master of Law Student, Faculty of Law, University of Western Ontario. (January 2019-May 2019).

## TEACHING/RESEARCH ASSISTANCE, GUEST LECTURES, TEACHING DEVELOPMENT

### RESEARCH AND/OR TEACHING ASSISTANTSHIPS:

- Under: *Dr. Michel Laroche*, Royal Bank Distinguished Professor of Marketing, Concordia University (June 1999-June 2005).
- Under: *Dr. Gad Saad*, Associate Professor of Marketing, Concordia University (Oct. 1999-Sept. 2000), Undergraduate, MBA, and MSc. courses in Decision-Making
- Under: *Dr. Ramdas Chandra*, Assistant Professor of Marketing, Concordia University (June-Sept. 2000), Undergraduate courses in International Business, International Marketing.
- Under: *Dr. Kemal Büyükkurt*, Associate Professor of Marketing, Concordia University (Jan. 1999-Dec. 2000), Undergraduate courses in Marketing Management, New Product Development, Marketing Strategy.
- Under: *Professor Mary-Ann Cipriano*, part-time faculty member (Marketing Department), Concordia University (Jan. 2002-Dec. 2004), Undergraduate, and MBA courses in Consumer Behavior, Principles of Marketing, Marketing Communications.

### TEACHING DEVELOPMENT SEMINARS/ACTIVITIES:

- *MMASc Pedagogy and Integration Workshop*, Teaching Support Centre, University of Western Ontario (April 13, 2016)
- Training Session: *Marks Management System (MMS) and ScanExam*, Social Science Network and Data Services (October, 2005)
- Conference: "*Fall Perspectives on Teaching",* Teaching Support Centre, University of Western Ontario (September 1, 2005)
- *"New Faculty Orientation: Teaching at UWO"*, Teaching Support Centre, University of Western Ontario (August 30, 2005)
- American Marketing Association, *2004 AMA Summer Marketing Educators' Conference*, Boston, Massachusetts (August 6-9, 2004).
- *Faculty Mentor Program* Sessions, Teaching Support Centre, University of Western Ontario (2005-2006).

### GUEST LECTURES:

- Observation Research (January 18, 2016), for MOS 3420G Marketing Research (Section 001, to fill in for Prof. Stelian Medianu), Guest Lecture, 3 hours.
- *Why study Consumer Behavior?* (March 12, 18, and 26, 2015; March 8, 17, 22, and 29, 2016; March 7, 16, 22 and 29, 2017), Seminar Information Sessions (run by the DAN Management Department), each 30-45 minute presentations.
- *Why study Consumer Behavior?* (September 12 & 14, 2012), MOS-1021: Introduction to Management and Organizational Studies (taught by Kevin Thompson, Lecturer, University of Western Ontario), 20-minute presentations.
- *Research Issues, Research Methods, and an Application of Survey Research* (September 28, 2009), MOS 2180-Organizational Behavior (taught by Linda Eligh, Lecturer, University of Western Ontario), 90 minutes.
- *Approaches to Pricing in International Markets* (July 2000), International Consumer Behavior Course (taught by Dr. Ramdas Chandra, Concordia University, Montreal), 3 hours.

# UNIVERSITY SERVICE AND COMMITTEES

## UNIVERSITY- AND FACULTY-LEVEL (SOCIAL SCIENCE) COMMITTEES AT UWO:

- **Senate**-University of Western Ontario Senator: (1) July 1, 2023-June 30, 2025 (*Faculty of Social Science Representative, 2 yr. term*), (2) July 1, 2021-June 30, 2023 (*School of Graduate and Postdoctoral Studies-Senator At Large, 2 yr. term*), (3) July1, 2019-June 30, 2020 (*Faculty of Social Science Representative, 1 yr. term*).
- **Senate Policy Committee**-July 1, 2025-June 30, 2027 (*2 yr. term*); July 1, 2023-June 30, 2025 (*2 yr. term*), *Vice chair* (2024-25).
- **Senate Operations/Agenda Committee (OAC),** October 1, 2022-June 30, 2023 (*9-month term*), July 1-2023-June 30, 2025 (*2 yr. term*), *Vice-Chair* (2023-2024, 2024-2025).
- **Senate Committee on University Teaching Awards (SUTA),** July 1, 2025-June 30, 2028 (*3 yr. term*); July 1, 2022-June 30, 2025 (*3 yr. term*).
- **Senate Nominating Committee**, *Vice-Chair* (2021-2022), July 1, 2021-June 30, 2023 (*2 yr. term*).
- **Ad-hoc Working Group, 2025-2026 Senate Governance Review**
- **Social Science Nominating Committee** (2026-2028)
- **Migration and Ethnic Relations Executive/Steering Joint Committee (MERSEC)** (Chair: 2016-18, Member: 2018-19, 2019-20, 2020-21, 2021-22, 2022-23, 2023-24, 2024-25, 2025-26, 2026-27).
- **Graduate Council**: Faculty of Social Science (*2-yr. term,* 2016-18).
- **Promotion and Tenure Committee**: Department of Psychology (1-yr. term, 2026-27).
- **Promotion and Tenure Committee**: Department of Sociology (*1-yr. term*, 2021-22)
- **Promotion and Tenure Committee**: Department of Geography (*3-yr. term*, 2016-19)
- **Promotion and Tenure Committees**: DAN Management and Organizational Studies (MOS) (*3-yr. term*: 2013-16, *2-yr term:* 2016-18, *3-year term*: 2021-24; *1-year term*: 2024-25; 2025-26-*Alternate*, 2026-27-*Alternate*)
- **MOS Director Search Committees** (2007-08, 2012-13)
- **DAN Chair Search/Selection Committees** (2018-19, 2023-24)
- **Sociology Chair Search/Selection Committee** (2024-25)
- **Non-Medical Research involving Human Subjects (NMREB) Committee** (*3-yr. term*, 2010-13)
- **Teaching Awards and Undergraduate Scholarship Committees** (2005-06, 2006-07)

## DEPARTMENTAL (DAN MANAGEMENT) COMMITTEES AT UWO:

- **ACS/MOS/DAN Appointments Committees** (2005-06, 2006-07, 2011-12, 2012-13, 2014-15, 2015-16, 2016-17, 2017-2018, 2018-19, 2021-2023)
- **Dancap Private Equity Faculty Fellowship Committees** (2007-08, 2008-09, 2009-10, 2012-13)
- **Dancap Private Equity Faculty Research Committee** (2017-18, 2018-19, 2019-2020, 2023-2024, 2024-25, 2025-26, 2026-2027)
- **ACS/MOS Space Committees** (2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11)
- **MOS Social Committees** (2008-09, 2009-10, 2010-2011, 2011-2012)
- **DAN Guest Speaker Committee** (2018-19)
- **Adjunct Appointments Committee Advisor, Marketing Area** (2007-08, 2008-09, 2009-10)
- **MOS Workload Committee** (2006-07)
- **MOS Advisory Committee** (2012-13)
- **MOS Curriculum Committees** (2006-07, 2007-08, 2008-09, 2009-10, 2010-11)
- **MOS Graduate Program Task Force** (2011-12, 2012-13, 2014-15 [CHAIR], 2015-16 [CHAIR], 2016-17, 2017-2018, 2018-2019, 2019-20, 2020-21, 2021-22, 2022-23)
- **DAN Management Research Participation Pool *Ad-Hoc* Committee** (2014-15)
- **MOS Research Fund *Ad-Hoc* Committee** (2006)
- **MOS Logo *Ad-Hoc* Committee** (2006-07)
- **MOS Chair Search *Ad-hoc* Committee** (January-April 2017)

**ADDITIONAL SERVICE AT UWO:**

- *UWO Convocations* (June 16, 2011: Usher & Academic Procession; June 13, 2012: Academic Procession; June 12, 2013: Hooder & Academic Procession; June 11, 2014: Hooder & Academic Procession; June 10, 2015: Hooder & Academic Procession; June 15, 2016: Orator & Academic Procession; June 14, 2017: Hooder & Academic Procession; June 13, 2018: Hooder & Academic Procession; June 12, 2019: Hooder & Academic Procession; June 15, 2022: Orator & Academic Procession; June 14, 2023: Orator & Academic Procession).
  *Donor/Alumni Relations*: Personal Meetings (November 26, 2010) with Jeff Parr (Co-Chief Executive Officer, Clairvest Group, Toronto) & Aubrey Dan (President, Dancap Productions; President, Dancap Private Equity Inc.).
- *Academic Advisor:* to players of the Western Mustangs Football Team (2007-08, 2008-09, 2009-10, 2010-11, 2011-12)
- *Western Homecoming 2008* (October 1-4), public presentation of research
- *Fall Preview Day* (November 12, 2005), Faculty of Social Science
- *Western Open-House* (March 11, 2006), Faculty of Social Science
- *Dancap Private Equity Student Awards Ceremonies:* 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th and 12th annual awards ceremonies & presentations to awardees (June 14, 2007; June 12, 2008; June 11, 2009; June 17, 2010; June 16, 2011, June 13, 2012; June 12, 2013; June 11, 2014; June 10, 2015; June 15, 2016; June 14, 2017; June 13, 2018; June 12, 2019).
- *UWO Annual Awards Ceremonies* (June 11, 2013, June 9, 2015, June 14, 2016, June 12, 2018, June 14, 2022, *UWO Gold Medal Award* Winners (Presentations regarding awardees).
- Extensive Participation in *MOS External Review* (June 2006; September-October 2012), *Master in Management of Applied Science* (MMASc degree) External Review (January 2014).
- *MOS Research Bulletin Board:* Initiator of concept and administration/design (2007-2008)

# EDUCATION AND MEDIA ACTIVITIES

## GRADUATE-LEVEL COURSEWORK:

**PhD in Administration** (Cumulative GPA: 4.06*): Foundations of Management Thought-Concordia (ADMI 700-AA), Structural Equation Modeling with LISREL/EQS-Concordia (ADMI 820W-AA), Advanced Topics in Consumer Behavior-McGill (ADMI 831D-AA), Pedagogy: Teaching & Learning in Higher Education-McGill (INTU-MGFL-IU), Advanced Topics in Services Marketing-McGill (ADMI 831B-AA), Readings in Culture and Consumption-Concordia (ADMI 831E-AA), New Developments in Intercultural Research-Concordia (ANTH 630), Special Topics in Int'l Business—Globalization-Concordia (MSCA 652A), Seminar in Qualitative Methods-McGill (ADMI 810Y), Multivariate Data Analysis-Concordia (MSCA 683).

*McGill University is on a 4.0 (max) GPA system; Concordia University is on a 4.3 GPA (max) system.

**Ph.D. Comprehensive Examinations:** Written (March 3, 2003) and oral (April 3, 2003).

**Ph.D. Dissertation:** Written (August 31, 2004), oral (October 4, 2004) proposals; Dissertation defence (Sept. 22, 2006), Unanimously graded as *outstanding*. Convocation and Valedictorian Address (November 20, 2006).

**MSc in Administration** (Cumulative GPA: 3.97): Managerial Statistics (MBA-608), Organizational Behavior/Administrative Theory (MSCA-603), Seminar in Marketing Communications (MSCA-665), Psychology of Decision-Making (MSCA-672E), Financial Economics (MSCA-601), Research Methodology—Management Science (MSCA-612), Seminar in Consumer Research (MSCA-662), Seminar in Product Management (MSCA-668), Applied Linear Statistical Models (MSCA-602), Seminar in International Marketing (MSCA-666).

## MEDIA ACTIVITIES

1. Media Interview (15 minutes) with Yahoo News Canada (Corne Van Hoepen, August 10, 2026). Topic: Why Canadians are willing to take an economic hit over U.S. Tariffs.

2. Live Media Interview (10 minutes on Live Radio), **CBC** (Canadian Broadcasting Corporation) *London Morning with Andrew Brown* (November 27, 2025). Topic: "Black Friday: The Psychological Factors at Play That Attract Shoppers and Tips for Avoiding Overconsumption."
    - https://www.cbc.ca/listen/live-radio/1-158-london-morning
3. Live Media Interview (11 minutes on Live Radio, 7:18-7:30am), **Global News London**, the *Morning Show with Devon Peacock*. Topic: "What Makes Black Friday so Compelling? Western Marketing Expert Explains How to Outsmart Holiday Sales Tactics").
    - https://globalnews.ca/london/program/the-morning-show-with-devon-peacock/
    - https://megaphone.link/CORU6839439308
4. Media Interview (40 minutes), with Justin Zadorsky, Media Relations Officer (**Western Communications**), on "Black Friday and Consumerism", November 21, 2025. Article ("Expert Explainer: Black Friday is Stressful—That's on Purpose") posted on Western News (November 26, 2025), Also appears in "Inside Western: A News Digest for Staff and Faculty" (November 28, 2025, Edition); also published as article on phys.org (November 25, 2025):
    - https://news.westernu.ca/2025/11/black-friday-consumer-behaviour/
    - https://phys.org/news/2025-11-black-friday-stressful-purpose-qa.html
5. Media Interview (30 minutes) with Tia Chong, **The Western Gazette**, on the Materialism and Consumerism, October 16, 2025. Article on November 27, 2025, "When Wellness Gets a Budget Reality Check"
    - https://westerngazette.ca/culture/when-wellness-gets-a-budget-reality-check/article_4b1fd31c-ef66-458f-ad3e-a098f7e44e2f.html
6. Media Interview (30 minutes) with Nyna Pinnamaraju, **The Western Gazette**, on the Science Behind Colour Psychology, October 3, 2025. Article on November 20 (Vol. 119, No. 5, P.9), "Science Behind: Western Purple".
    - https://westerngazette.ca/culture/science-behind-western-purple/article_4f7abbf5-ef53-4d21-a3e7-ea8555be5214.html
7. Media Interview (1 hour) with Tara Yang, **The Western Gazette**, on Microtrends. Excerpts published in Article on October 9, 2025 (Vol. 119, No. 3, P.9), "Y2K and Labubus: Inside the Microtrend Economy".
    - https://westerngazette.ca/culture/y2k-and-labubus-inside-the-microtrend-economy/article_c77fbd7a-a7e4-4eda-9bf7-439f1e20782a.html
8. Article posted on Western's Social Science Webpage (March 28, 2025, By Diana Corredor), "Mark Cleveland receives prestigious S. Tamer Cavusgil Award for groundbreaking research on mixed-ethnic identity."
    - https://www.ssc.uwo.ca/news/2025/mark_cleveland_receives_prestigious_s_tamer_cavusgil_award_for_groundbreaking_research_on_mixedethnic_identity.html
9. Media Interview with Larry Cornies, **Post Media** (February 5, 2025). Topic: Impact of American tariffs on the consumer behavior of Canadians, impact on Canadian producers/brands and American Exporters. Featured in *London Free Press* article (February 8, 2025), "Canadian Ire over U.S. Tariff Threats not Easily Assuaged"
    - "https://lfpress.com/opinion/columnists/cornies-canadian-ire-over-u-s-tariff-threats-not-easily-assuaged
10. Media Interview with Jennifer Horn, **Strategy Magazine**. Article (February 4, 2025) entitled: "Trade War-sparked consumer boycotts: Short-lived or sign of a shift?"
    - https://strategyonline.ca/2025/02/04/2025-trade-war-consumer-boycotts/
11. Media Interview, **CBC** (Canadian Broadcasting Corporation) London Article (February 4, 2025). Topic: Is That Made In Canada? Londoners Take Steps to Buy Canadian Amid Tariff Threat.
    - https://www.cbc.ca/news/canada/london/is-that-made-in-canada-londoners-take-steps-to-buy-canadian-amid-tariff-threat-1.7449248
12. Live Media Interview (10 minutes on Live Radio), **CBC** (Canadian Broadcasting Corporation) London Morning with Andrew Brown (January 30, 2025). Topic: How easy is it to buy only Canadian? Excerpts also published on **cbc.ca** (February 4, 2025, by Kendra Seguin), "Is that made in Canada? Londoners take steps to buy Canadian amid tariff threat"
    - https://www.cbc.ca/listen/live-radio/1-158-london-morning/clip/16124827-how-easy-buy-canadian

- https://www.cbc.ca/news/canada/london/is-that-made-in-canada-londoners-take-steps-to-buy-canadian-amid-tariff-threat-1.7449248

13. Live Media Interview (10 minutes on Live Radio), **CBC** (Canadian Broadcasting Corporation) London Morning with Andrew Brown (December 18, 2024). Topic: The Psychology of Holiday Shopping.
    - https://www.cbc.ca/listen/live-radio/1-158-london-morning/clip/16116658-the-psychology-holiday-shopping
14. Media Interview (15 minutes) with Mabel Zhao, **The Western Gazette**, on Class Enrollment Thresholds. Excerpts published in News Article on December 6, 2024.
    - https://westerngazette.ca/news/i-totally-support-it-shepard-responds-to-course-enrolment-threshold-concerns/article_7e513cf2-b3f7-11ef-bf5c-87035ea06260.html
15. Live Media Interview (10 minutes on Live Radio), **CBC** (Canadian Broadcasting Corporation) London Morning with Andrew Brown (November 29, 2024). Topic: How Black Friday shapes our shopping habits and values.
    - https://www.cbc.ca/listen/live-radio/1-158-london-morning/clip/16112493-how-black-friday-shapes-shopping-habits-values
16. **Kingsville Times** (Book Review Article: "49th Shelf: Misfortune and Fame", November 24, 2023).
    - https://kingsvilletimes.ca/2023/11/49th-shelf-misfortune-and-fame/
17. Media Interview (15 minutes, zoom), with Reid Southwick, **CBC**, on the subject of "Holiday Creep".
18. Live Media Interview (15 minutes on Live Radio), **CBC** the "Afternoon Drive" show, hosted by Matt Allen, June 23, 2023, Southwestern Ontario, 93.5FM London, 97.5FM Windsor, 91.5FM Leamington, 88.1FM Chatham, and 90.3FM Sarnia). Topic: Grocery shopping at Dollarama, and changing grocery shopping behaviors.
    - https://www.cbc.ca/listen/live-radio/1-80-afternoon-drive/clip/15993423-dollarama-groceries
19. Media Interview with the **CBC** (Article Entitled: "Looking for Grocery Savings? These Shoppers say Try the Dollar Store", by Michael LaCasse), published June 23, 2023.
    - https://www.cbc.ca/news/canada/london/looking-for-grocery-savings-these-shoppers-say-try-the-dollar-store-1.6885428
    - https://www.cbc.ca/lite/story/1.6885428
20. Article published in **Awaken** (Article Entitled: "Culture Influences Creativity", by Rick Nauert, PhD), concerning from my research on culture and creativity, with a study published in the Journal of Business Research (2015). https://awaken.com/2023/04/culture-influences-creativity/
21. Live Media Interview (15 minutes on Live Radio, **CFRA Ottawa**, the "Ottawa at Work" show hosted by Andrew Pinsent, July 20, 2022). Topics: Rogers outage and influence on carrying cash, hurdles to going cashless, cash and consumer psychology.
    - http://mms.tveyes.com/MediaView/?c3RhdGlvbj0xNDc5MCZTdGFydERhdGVUaW1lPTA3JTJmMjAlMmYyMDIyKzEwJTNhMDglM2E1MSZFbmREYXRlVGltZT0wNyUyZjIwJTJmMjAyMisxMCUzYTE2JTNhMjMmJiZkdXJhdGlvbj0yOTk2NDAmcGFydG5lcmlkPTczMTMmJmhpZ2hsaWdodHJlZ2V4PSU1Y2Jub3QrYStnb29kK3N0b3JlK29mK3ZhbHVlK2FuZCt1cCt1bnRpbCtyZWNlbnRseS4rV2UlNWNiJm1vZGVkaXRvcmVuYWJsZT10cnVlJm1vZGVkaXRvcmlc3RpbmF0aW9ucz00JiZleHBpcmF0aW9uPTA4JTJmMTklMmYyMDIyKzEwJTNhMDglM2E1MS4wMDAmaW5zdGFudFBsYXk9VHJ1ZSZzaWduYXR1cmU9MjRjMjFiNjg1MjJlNDljNzRkYmNjYjliZmQ1MDRmOTI=
22. Media Interview (July 13, 2022) with **The Canadian Press/La Presse Canadienne** (Article entitled: "Always keep cash on hand, experts say after massive Rogers outage", by Leah Golob), published July 19 2022.
    - Simultaneously published in ***The Toronto Star*** (https://www.thestar.com/business/personal_finance/advice/2022/07/19/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage.html), **The Financial Post** (https://financialpost.com/pmn/business-pmn/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage), ***La Presse*** (Montréal) (Des experts recommandent de conserver de l'argent comptant: https://www.lapresse.ca/affaires/finances-personnelles/2022-07-19/panne-de-rogers/des-experts-recommandent-de-conserver-de-l-argent-comptant.php), ***The Winnipeg Free Press*** (https://www.winnipegfreepress.com/business/finance/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage-576679652.html), ***CTV News*** (https://www.ctvnews.ca/business/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage-1.5993270), ***MSN.com*** (https://www.msn.com/en-ca/money/topstories/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage/ar-AAZK6MV?ocid=mailsignout&li=AAggNb9), **Toronto Sun** (https://torontosun.com/business/money-news/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage), ***Le Soleil*** (Québec City) (Après la panne de Rogers, des experts recommandent de conserver de l'argent comptant: https://www.lesoleil.com/2022/07/19/apres-la-panne-de-rogers-des-experts-recommandent-de-conserver-de-largent-comptant-09b4e14d9fafb9f119763feaa5bd71d8), ***Le Devoir*** (Montréal) (https://www.ledevoir.com/depeches/735498/apres-la-panne-de-rogers-des-experts-recommandent-de-conserver-de-l-argent-comptant), ***Global News*** (https://globalnews.ca/news/9000432/rogers-outage-keeping-cash/), ***BNNBloomberg***

(https://www.bnnbloomberg.ca/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage-1.1794026), ***yahoo!finance*** (https://ca.finance.yahoo.com/news/always-keep-cash-hand-experts-140000415.html), ***BaySt.Post*** (https://www.baystpost.com/business/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage/), ***Victoria Times Colonist*** (https://www.timescolonist.com/national-business/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage-5597810), ***Hamilton Spectator*** (https://www.thespec.com/ts/business/personal_finance/advice/2022/07/19/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage.html), and ***The St. Catharines Standard*** (https://www.stcatharinesstandard.ca/ts/business/personal_finance/advice/2022/07/19/always-keep-cash-on-hand-experts-say-after-massive-rogers-outage.html)

- Also republished in *La Tribune* (Sherbrooke), *City News Kitchener*, *City News Ottawa, City News Toronto, City News Halifax, Barrie Today, Collingwood Today, Okotoks Today, Newmarket Today, Guelph Today, Midland Today, Guelph Today, Cambridge Today, Timmins Today, Burnaby Now, Thorold Today, Bay Today, Flin Flon Reminder, Power River Peak, Penticton Herald, Kelowna Daily Courier, Lethbridge Herald, Rocky Mountain Outlook, Virden Empire-Advance*, *Medicine Hat News, Pique News Magazine, Elora-Fergus Today, The Sudbury Star, Alberta Prime Times, Cochrane Today*, Soo Today, *Stratford Today, Bay Today, North Shore News, the Peterborough Examiner, Airdrie Today, Mountain View Today, Town and Country Today, Richmond News, Delta Optimist, Squamish Chief, Thompson Citizen, Tricity News, Bradford Today, Sask Today, Prince George Citizen, Dawson Creek Mirror, Bowen Island Undercurrent, Lakeland Today, Orilliamatters.com, queenscitizen.ca, thereminder.ca, Kelowna Info News, Elliot Lake Today, New Westminster Record, Village Report, Innisfil Today, Moose Jaw Today, MyMcMurray.com, Coastreporter.net, Barchart.com, Business in Vancouver (BIV.com), Newstocheck.com, Headtopics.com, Fournes.club,* and scores of other web-based re-publishers.

23. Article (book report) on our book "Marketing Countries, Places, and Place-Associated Brands: Identity and Image" (Papadopoulos and Cleveland, 2021, Edward Elgar). Richards, Greg (2022). Marketing countries, places, and place-associated brands: Identity and image. ***Journal of Urban Affairs***, 44(IN PRESS)
    - https://doi.org/10.1080/07352166.2022.2107381
24. Article (book report) on our book "Marketing Countries, Places, and Place-Associated Brands: Identity and Image" (Papadopoulos and Cleveland, 2021, Edward Elgar). Scholvin, Soren (2022). Marketing Countries, Places, and Place-Associated Brands: Identity and Image (Book Review). ***Geographical Review***, 112(6: In PRESS), DOI: 10.1080/00167428.2022.2030173
    - https://doi.org/10.1080/00167428.2022.2030173
25. Article (book report) on our book "Marketing Countries, Places, and Place-Associated Brands: Identity and Image" (Papadopoulos and Cleveland, 2021, Edward Elgar). Di Benedetto, A. (2022). Marketing Countries, Places, and Place-Associated Brands: Identity and Image. ***Journal of International Consumer Marketing***, 34(2), 231-233, DOI: 10.1080/08961530.2022.2028989.
    - https://www.tandfonline.com/doi/full/10.1080/08961530.2022.2028989
26. Article on ***The Place Brand Observer*** (TPBO) Website (October 20 2021), by the Editorial Team, Book Review and Interview with coauthor/coeditor of our book "Marketing Countries, Places, and Place-Associated Brands: Identity and Image" (Papadopoulos and Cleveland, 2021, Edward Elgar).
    - https://placebrandobserver.com/marketing-countries-place-associated-brands-book/
27. Article (written by Rob Rombouts), published on ***Western Social Science Website***, December 1, 2020, "Mark Cleveland has been named as the DANCAP Private Equity Chair in Consumer Behavior".
    - https://www.ssc.uwo.ca/news/2020/mark_cleveland_has_been_named_as_the_dancap_private_equity_chair_in_consumer_behaviour.html
28. Citation in ***Western News*** article, April 22, 2020, entitled "Western Researchers Earn SSHRC Insight Grants" (written by Paul Mayne), regarding successful applicants for this yearly round of SSHRC Insight Grants. [https://news.westernu.ca/2020/04/western-researchers-earn-sshrc-insight-grants/]
29. Interview with ***Western News*** with full-page article (written by Rob Rombouts) published in *Western News*, April 13, 2020, "Pandemic Offers Pause, not End, to Globalization" [https://news.westernu.ca/2020/04/pandemic-offers-pause-not-end-to-globalization/].
    - Also published on **Faculty of Social Science Website**, as well as the **DAN Departmental Website** [https://www.ssc.uwo.ca/news/2020/pandemic_offers_pause_not_end_to_globalization.html, https://dan.uwo.ca/news/2020/dan_faculty_in_the_news1.html].
    - Also published in article on phys.org, "Pandemic offers pause, not end, to globalization" (April 14, 2020), https://phys.org/news/2020-04-pandemic-globalization.html

30. Article (written by Rob Rombouts), published on ***Western Social Science Website***, November 4, 2019, "DAN Management Alumna Receives Global Recognition for Research into Attitudes Toward Globalization" on my former Undergraduate Thesis Student in Consumer Behavior, Georgia McCutcheon, on her Award for research we conducted as part of her thesis. Also published in "***The Social: Western Social Science Magazine"*** (Issue 6, Winter 2020, p. 6). [https://www.ssc.uwo.ca/news/2019/dan_management_alumna_receives_global_recognition_for_research_into_attitudes_toward_globalization.html]
31. Citation of research on Christmas gift giving, in article appearing in ***Forbes Magazine***, December 2019, "The Psychology of Why Men Wait Until Christmas Eve to Shop" (published by Nicole F. Roberts), citing Laroche, Saad, Cleveland & Browne, 2000, Journal of Consumer Marketing.
    - https://www.forbes.com/sites/nicolefisher/2019/12/24/the-psychology-of-why-men-wait-until-christmas-eve-to-shop/?sh=15b358b77dd1
32. Interview with ***Western News*** with full-page, cover article (written by Adela Talbot) published in *Western News*, July 11, 2018, "Straw poll: Western chooses paper over plastic". Also published as the headline article, online in the July 17th Edition of *Inside Western: Your Advanced Degree in University News*, as well as on the DAN Department Website. Expert opinions derive from my research on pro-environmental attitudes and behaviors, and situational enablers/constraints that help or hinder pro-environmentalism. http://news.westernu.ca/2018/07/straw-poll-western-chooses-paper-plastic/
33. Series of citations and articles pertaining to being named a Western Faculty Scholar (2017-19).
    - Citation, **Faculty of Social Science 2017 Annual Report** (page 10), Western Faculty Scholar Award, and USC Teaching Honor Roll.
    - Citation, ***Western News*** (March 23, 2017, vol. 53, No. 10, p. 3), "Western Names Faculty Scholars" (of which I was one of eleven Western faculty members selected). Webpage article, *DAN Management* Website (March 20, 2016): "Congratulations, Dr. Mark Cleveland" (on Faculty Scholar Award) [http://mos.uwo.ca/news/2017/congratulations_dr_mark_cleveland.html]; Webpage article, Faculty of Social Science Website (March 29, 2017); [http://www.ssc.uwo.ca/news/2017/2017_social_science_faculty_scholars.html]; Announcement, **The Social: Western Social Science Magazine**- Summer 2017, Issue No. 2.
34. Webpage article, ***DAN Management* Website** (July 11, 2016): "Mark Cleveland Gives Keynote Speech at Jiangnan University" [http://mos.uwo.ca/news/2016/mark_cleveland_gives_keynote_at_jiangnan_university.html]
35. Series of media articles pertaining to being awarded the **Hans B. Thorelli Award** (5 year plus award, bestowed by the American Marketing Association [AMA], for the article that has made the most significant and long-term contribution to international marketing theory or practice). Including:
    - **AMA website** [https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMAwards.aspx], **Western Social Science Website *"News and Updates"*** July 7, 2016 [http://www.ssc.uwo.ca/news/2016/Cleveland_Award.html], **DAN Management Website** [http://mos.uwo.ca/news/2016/awardwinning_research_in_dan_management_and_organizational_studies.html], **Sprott School of Business (Carleton University) Website** [http://sprott.carleton.ca/2016/nicolas-papadopoulos-receives-hans-b-thorelli-award-international-marketing-impact/], **John Molson School of Business (Concordia University) Website** [http://www.concordia.ca/cunews/jmsb/2016/06/03/jmsb_s-michel-laroche-wins-2016-hans-b--thorelli-award.html], **The Social: Western Social Science Magazine**- Fall 2016, Vol. 1, No. 1 [http://www.ssc.uwo.ca/PDF_folder/Dean_Office/Social_Newsletter/Social_Newsletter_Fall_2016.pdf], American Marketing Association Global Marketing Sig [http://www.amaglobalsig.org/hans-b-thorelli-awards], **Marketing News Magazine** (Vol. 50, No 9, p. 79, October 2016), **Journal of International Marketing** (2016, Vol. 24, No. 3, p. iv).
36. Article published in ***The New York Times***, "*When Great Minds Don't Think Alike*" (by Stephen Heyman, February 18, 2015, *International Arts: By the Numbers* [Column]) concerning from my research on culture and creativity, with a study published in the Journal of Business Research (2015). http://www.nytimes.com/2015/02/19/arts/international/when-great-minds-dont-think-alike.html (Accessed February 19, 2015). Also featured on **Western's Media Relations** Webpage. http://communications.uwo.ca/media/ (Accessed February 23, 2015).
    - Other published articles connected to this research appear in ***Les Affaires*** [in French, by Olivier Schmouker: http://www.lesaffaires.com/blogues/olivier-schmouker/en-panne-d-idee-neuves-essayez-donc-ca/575716], ***AMEQ en ligne*** [in French:

http://www.ameqenligne.com/detail_news.php?ID=514354&titre=La+culture+influe+sur+l%27inventivit%C3%A9%2C+selon+une+nouvelle+%C3%A9tude+de+Concordia&cat=;21&niveauAQ=1], ***Science 2.0*** [http://www.science20.com/print/152674], ***PsychCentral*** [http://psychcentral.com/news/2015/01/28/culture-influences-creativity/80494.html], ***Phys.org*** [http://phys.org/news/2015-01-creative-culture-impacts-creativity.html], ***Science Codex*** [http://www.sciencecodex.com/how_creative_are_you_depends_where_youre_from-149634], ***Machines Like Us*** [https://machineslikeus.com/news/does-creativity-depend-where-youre], ***The New Indian Express*** [http://www.newindianexpress.com/world/Creativity-Depends-on-Your-Society-and-Culture/2015/01/28/article2640955.ece], ***Business Standard*** [http://www.business-standard.com/article/pti-stories/creativity-depends-on-where-you-are-from-study-115012800644_1.html], ***Vancouver Desi*** [http://www.vancouverdesi.com/lifestyle/creativity-depends-on-where-you-are-from/839835/], and ***eScience News*** [http://esciencenews.com/sources/physorg/2015/01/27/how.creative.are.you.study.shows.culture.impacts.creativity] (above articles accessed February 19, 2015); ***Psychology Today*** [https://www.psychologytoday.com/blog/homo-consumericus/200907/cross-cultural-differences-in-creativity], ***animalnewyork.com*** [http://animalnewyork.com/2015/study-examines-culture-shapes-creativity/], ***The Express Tribune*** [http://tribune.com.pk/story/829812/creativity-depends-on-where-you-are-from/](above articles accessed March 6, 2015); ***Medical Daily*** [http://www.medicaldaily.com/do-great-minds-think-alike-impact-culture-your-creative-thinking-skills-334652] (Accessed July 9, 2015).

37. Article published in ***The Taipei Times***, "Taiwanese Students More Creative Thinkers: Study" (by William Lowther, February 27, 2015, page 3 of print edition), deriving from research on culture and creativity. http://www.taipeitimes.com/News/taiwan/archives/2015/02/27/2003612365 (Accessed March 3, 2015).
38. Interview with ***Western News***, with full-page article (written by Adela Talbot) published in *Western News*, February 12, 2015 (Vol. 51, No. 6, page 3), "*Findings Run Counter to Culture-Creativity Notions*". This story derives from my research on culture and creativity, with a study published in the Journal of Business Research (2015). http://news.westernu.ca/2015/02/findings-run-counter-culture-creativity-notions/ (Accessed February 19, 2015).
39. Article published with ***ScienceDaily*** (2-page article), "How creative are you? Depends where you're from." (January 27,2015), deriving from research on culture and creativity. https://www.sciencedaily.com/releases/2015/01/150127122549.htm (Accessed October 4, 2022).
40. Article (1 full page) published in ***Concordia University Magazine***, "*How Creative Are You? Depends Where You're From*" (by Cléa Desjardins, January 27, 2015). http://www.concordia.ca/cunews/main/stories/2015/01/27/how-creative-you-are-depends-where-youre-from.html (Accessed February 19, 2015).
41. 45-minute interview, for "***Research Matters***" (public outreach campaign overseen by a partnership of Vice Presidents of Research at each of Ontario's 24 universities, with the goal of highlighting the connections between university research and everyday life. Two Stories [by Noreen Fagan, Council of Ontario Universities) published online at: http://yourontarioresearch.ca/2015/03/cosmopolitan-consumers/ (accessed June 29, 2015)]:
    - "Cosmopolitan Consumers," (March 5, 2015)
    - "Let Shopping be Your Cultural Journey" (December 18, 2014)
42. 3-hour face-to-face interview concerning research and publications in the area of culture, ethnic identity, acculturation and cosmopolitanism. Interviewed by Dr. Guilherme Pires (University of Newcastle, New South Wales, Australia) on July 18, 2013, in Melbourne, Australia. 15 pages worth of excerpts published in book: ***Ethnic Marketing: Culturally Sensitive Theory and Practice*** (2015: G. Pires & J. Stanton, Authors, Routledge [Taylor & Francis Group] London, UK. ISBN: 978-0-203-36207-5).
43. Promotional material ("Distinguished Professors)" in the 2011-2012 ***Dan Management and Organizational Studies*** **Brochure** (published September, 2011, with newer versions in January 2013 and March 2014).
44. 10-minute telephone interview (November 30, 2010) with Mariam Ahmad, for ***Western News***, regarding new MOS faculty member, Dr. Wonkyong (Beth) Lee.

45. 30-minute television interview (November 19, 2009) with Joanna Wong, Producer for ***WOW-TV***, the *Canadian Chinese Media Network*, as part of a series on Canadian Universities.
46. 25-minute telephone interview (March 2, 2009), to gather background information on the relationships of marketing and consumer behavior to bottled water sales, for a series of articles in the ***London Free Press***, extracts of commentary published in full 1-page (p. A-8) article on Saturday, March 21, 2009 *("Drip, Drip, Drip: The High Cost of Bottled Water—From Cool to Uncool"* by Kelly Pedro).
47. 20-minute video-taped television interview (November 11, 2008), for ***A-Channel News*** (London, Windsor, Wingham, aired at 6am, 7am, and 8am on November 12, 2008, on the "*A-Morning"* show), with respect to the expected fall in consumer spending over Christmas.
48. 15-minute telephone interview (October 30, 2008) to gather background information on *Amazon.ca'*s decision to begin selling consumer electronics in Canada, extracts published in an article appearing in the ***Ottawa Citizen*** ("Amazon.ca to Sell Electronics" by Vito Pilleci, October 31, 2008).
49. 30-minute telephone interview (October 21, 2008), to gather background information on the slowdown of advertising spending during recessionary periods, with ¼ page of extracts published in the ***London Free Press*** ("A Pretty Tough Business", by Dominik Szymanski, October 27, 2008, *BIZ Monday* section, pp. 6-7).
50. 1-page citation (photo and précis), in the inaugural publication of "Discovering our Social World," *The **Faculty of Social Science*** **Publication**, The University of Western Ontario (July 2008).
51. Citation in ***Western News*** (*Overheard: Western Faculty in the News*, April 3, 2008, Vol. 44, No. 12, page 8).
52. 30-minute telephone interview (March 18, 2008) for article on Materialism and Consumption, with extracts published in the September 2008 issue of ***Best Health*** (a *Reader's Digest* publication, *www.besthealthmag.ca*), pp. 134-136.
53. ¼ page article in ***Western News*** (March 13, 2008, Vol. 44, No. 9, page 10) pertaining to books published by faculty authors (*Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes).*
54. Three citations in article pertaining to Statistics Canada Household Spending, ***Globe and Mail*** Newspaper (February 27, 2008, pages A-2, L-1, L-3) regarding changing consumption patterns of consumers in Canada.
55. Citation (~300 words) in ***Western News*** (December 6, 2007, Vol. 43, No. 34, page 2), announcing the publication of my book, *Globals, Locals, and Creoles: Acculturation to Global Consumer Culture, Ethnic Identity, and Consumptionscapes* (VDM Verlag Dr. Müller, ISBN: 978-3-8364-3412-6).
56. ***CBC Television*** Interview ('***Marketplace'***, aired December 14, 2006), pertaining to my research on Christmas Shopping behavior (Interviewed March 2, 2006, CBC Studios, Toronto)
57. 1½ page article entitled "*U.S. Sales Incentives Won't Work Overseas*," published in "***Marketing News***", the primary practitioner's journal for the *American Marketing Association* (September 15, 2004, Vol. 38, No. 15, pp. 65-66).
58. ¼ page broadsheet Newspaper Article pertaining to my research in Christmas Shopping behavior, appeared in *The **Montreal Gazette***, *The **Ottawa Citizen**,* and other **Southam** (now Canwest) newspapers across Canada (December 12, 2000)
59. Photograph, name, and biography appearing as part of an ongoing advertising campaign (Newspaper print ads, Program Brochures, Program Website, etc.), for both the ***John Molson School of Business*** *Ph.D. in Administration Program*, and the *M.Sc. in Administration Programs*. (2002-2012)
60. 1 page article (front page) on Ph.D. research (with photograph) in the ***Concordia Journal*** (November 23, 2006 | Vol. 2, No. 6, author: Dawn Wiseman), "*Valedictorians Demonstrate Range of Research: How Culture Impacts Consumer Choice*"

61. 3 paragraphs on Valedictorian Address (with photograph) in the ***Concordia Journal*** (November 23, 2006 | Vol. 2, No. 6, author: Barbara Black), "*Pomp and pageantry at Place des Arts*"
62. 1 paragraph citation in "*Class Acts*", ***Concordia University Magazine*** (Fall 2006 | Vol. 29, No. 3).

# STUDENT COUNCIL ACTIVITIES & MISCELLANEOUS:

### CGSA [Concordia Graduate Student Association] Council:

- *M. Sc. in Administration Representative,* to the Commerce Graduate Student Association (CGSA, 1999-2000), Concordia University, Executive Member. Authored and published the MSCA Student Handbook (1999), 60 pages.
- *Ph.D. in Administration Representative, Alternate* to the Commerce Graduate Student Association (CGSA, 2001-2003), Concordia University, Executive Member.
- *Ph.D. in Administration Representative* to the Commerce Graduate Student Association (CGSA, 2003-2005), Concordia University, Executive Member
    - *Joint Ph.D. in Administration Local Committee Member (2003-2004, 2004-2005): Adjudicated admissions to the Ph.D. program and reviewed Ph.D. program structure and curriculum.*
- *Steering Committee Member for the Future of the John Molson School of Business (2004-2005)*

### Certificates and Career Development Courses:

- *Executive Career Development Course* (2-month seminar), Corporate Career & Development Inc., Vancouver, B.C.
- *Certificat de Bilinguisme* (Ministère de l'Éducation, Québec, 1987)
- *Emergency First Aid*, St. John's Ambulance (1993, renewed 1996, 1998)
- *Certified Canadian Ski Instructor* (CSIA, level 1, 1987).

### Interests and Hobbies:

- Downhill Skiing, Cycling, Weight Training, Rollerblading, Swimming, Traveling, Hiking
- Reading, Music, Art & Architecture, Drawing, Cooking, Volunteering, Consulting

## ABRIDGED NON-ACADEMIC EMPLOYMENT HISTORY

| | |
|---|---|
| **August 1995-<br>August 1998** | **Store Director/Manager**, *TOYS 'R' US CANADA*<br>1) Richmond (store #3547): 5300 No.3 Rd., Richmond, B.C.<br>2) Surrey (store #3549): 10232 East Whalley Ring Rd. Surrey, B.C.<br>3) Bowmac (store #3563): 1154 West Broadway, Vancouver, B.C.<br>Day-to-day Responsibilities of running a Toys R Us Store; Development & Evaluation of Store Management Personnel; Responsible for achieving Store Sales and Profit Objectives ; Employee Recruitment & Evaluation, Staff Events, Local Marketing Programs. Core management member of team responsible for executing the opening the first North American Urban Toys 'R' Us Location (in downtown Vancouver: 1997). |
| **May 1995-<br>August 1995** | **Manager**, *ENTERPRISE RENT-A-CAR.* South Burnaby Branch, 7209 Curragh Rd., Burnaby, B.C.<br>All aspects of managing a car rental/leasing branch. |
| **April 1991-<br>January 1994,<br>September 1988-<br>October 1989** | **Manager**, *McDONALD'S RESTAURANTS OF CANADA*<br>1) 1015 Montreal-Toronto Highway, Dorval, Quebec.<br>2) 45 St. Charles Blvd., Beaconsfield, Quebec.<br>Employee Recruitment, Supervision, Training & Evaluation; Accounting Procedures, Deposits, Store Security; Inventory Placement, Control, and Reception; Customer Relations, Communications, Staff Events. |
| **November 1988-<br>April 1990** | **Bartender**, *STE. ANNE de BELLEVUE CURLING CLUB*<br>11 Tunstall Avenue, Senneville, Québec. |

Other non-academic employment experiences include positions *at:*

- *Martin Brower Limited of Canada* (Baie d'Urfé, QC, 1988)
- *Subway Restaurants* (Vancouver, BC, 1995)
- *Shoppers' Drug Mart* (Beaconsfield, QC, 1989-1990)
- *Holiday Park Resort* (Winfield, BC, 1994-1995)
- *Rod Roy Ski School* (Pierrefonds, QC, 1987)